Valley of the Moon

SONOMA LEAGUE
FOR
HISTORIC PRESERVATION

1 9 8 6

Official Program and supplement to **The Sonoma Index-Tribune**

40th annual Valley of the Moon Vintage Festival

Official Program

Cover design and execution by Erik Chipchase

Friday

6:30 pm	Patrons' Wine Tasting	The Barracks

Saturday

10 am	Festival Opens	
	Hospital Aux. Fashion Show	Amphitheater
10:30 am	Blessing of Grapes	Mission
11:30 am	Bear Flag Revolt	N.E. Plaza
	Grape Stomp	Amphitheater
	On the Bricks Band	S.E. Plaza
	Showcase Band	S.W. Plaza
12 noon	Sonoma Early Music Ensemble (Medieval, Renaissance & Baroque)	N.W. Plaza
	Steve Groll Puppet Show	Duck Pond
1 pm	Wedding (Dunav Folk Ensemble)	Mission
1:30 pm	Sister City Grapevine Budding Ceremony	Andrews Hall Sonoma Community Center
1:30 pm	Topper Todd Show (Juggling, mime & wire act)	Duck Pond
2 pm	Children's Parade	Spain St.
3 pm	Topper Todd Show	Duck Pond
3:30 pm	Amateur Winemaker Medal Presentation	N.W. Plaza
4 pm	Schellville Southside Blues Band	Amphitheater
	Showcase Band	S.W. Plaza
	On the Bricks Band	S.E. Plaza
9 pm-1 am	Vintage Ball	Vets Mem Bldg

Sunday

8 am	Vintage Run	Sebastiani Vineyards parking lot
10 am	Seven Flags of Sonoma	Trinity Church
11:30 am	Showcase Band	S.W. Plaza
	On the Bricks Band	S.E. Plaza
12 noon	Grape Stomp	Amphitheater
	Jest-In-Time Juggler Show	Duck Pond
1 pm	Steve Groll Puppet Show	Duck Pond
1 pm	Wedding (Dunav Folk Ensemble)	Mission
1:30 pm	River Choir	N.W. Plaza (artist area)
2 pm	The Big Parade	Around Plaza
4 pm	Jest-In-Time Juggler Show	Duck Pond
	Mare Island Drill Team	Front of City Hall
	"Synaps" Jazz Band	Amphitheater
	Sonoma Early Music Ensemble	N.W. Plaza
4 pm	East Bay Banjo Band	Front of City Hall
	Fireman's Waterfight	Spain St.

Note: Topper Todd will be strolling in the park on Saturday 11-12 and 2-3. Jest-in-Time Jugglers will be strolling in the park on Sunday 11-12 and 3-4. On the Bricks and Showcase bands may continue playing at the end of the day, Saturday and Sunday.

Official Vintage Festival Program/Magazine is a supplement to The Sonoma Index-Tribune Published at 117 W. Napa St., Sonoma, CA 95476

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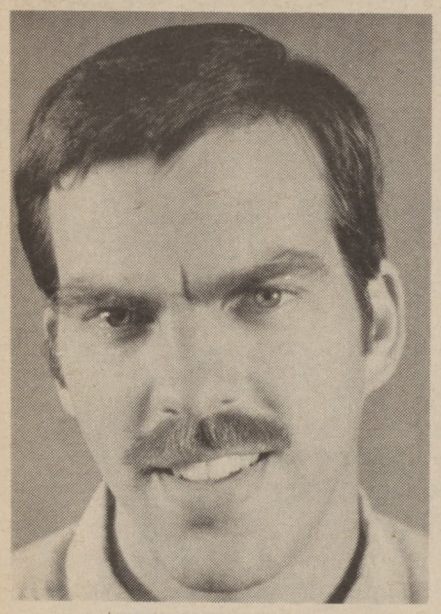


ERIC MORRISON
President

President's welcome

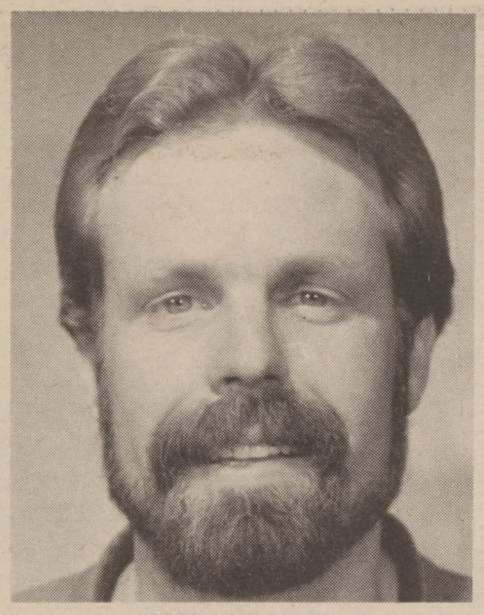
On behalf of the Board of Directors, I wish to welcome everyone to the 1986 Valley of the Moon Vintage Festival.

This marks the 40th consecutive year of our Festival, and thanks to our Patron members, especially a very dedicated Board of Directors, we look forward to it being the most exciting ever. The Sonoma Valley is a wonderful place to live, work, and play. Each year to celebrate the bountiful harvest, and the people of this valley is exciting to me.

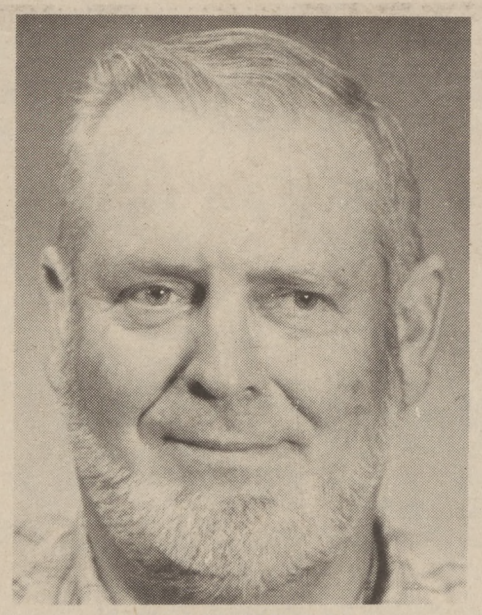
I hope that this year residents and guests will take time to learn more about this place, and celebrate with each other the many Vintage Festival activities.

And to go home with special memories of the "Valley of the Moon" is my wish for you.

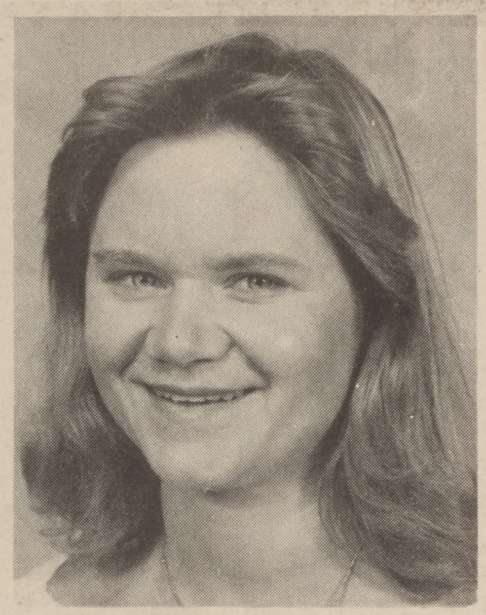
Eric Jay Morrison
President 1986



JOHN MESERVE
1st Vice President



TRAVIS MCCULLOCH
1st Vice President



PATTY MORRISON
2nd Vice President

People who made it all happen

1986 Vintage Festival officers

1986 Board of Directors
Executive Board of Directors

President:	Eric Jay Morrison
1st Vice President:	John Meserve
	Travis McCulloch
2nd Vice President:	Patty Morrison
Recording Secretary:	Norma Pulsifer
Corresponding Secretary:	Kasey Capener
Treasurer:	Barbara Stahlbaum
Parliamentarian:	Gail Lopes

Melba Beccera	Jon Jacaboni
Valerie Brown	Donita Jacaboni
Charles Cook	Denise Kelly
Pat Goin	Claudia Morris
Tim Griffeth	Evie Osbor
Joan Howarth	Cleo Pulsifer
David Herlong	Sharon Singleton
Charlotte Herlong	

Consultant: Dennis O'Neil

Chairing the Festival events

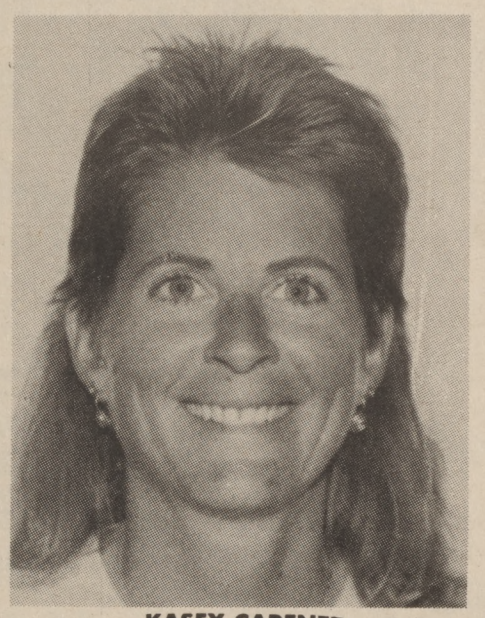
1986 VALLEY OF THE MOON VINTAGE FESTIVAL

President:	Eric Morrison
Bear Flag Revolt:	Charles Cook
Blessing of the Grapes:	Charles Cook, Dennis O'Neil
Booths:	Barbara Stahlbaum
Costumes:	Claudia Morris
Directors Banquet:	Evie Osborn
Entertainment:	Norma Pulsifer, Cleo Pulsifer
Fireman's Water Fight:	Melba Becerra
Grape Stomp:	Eric Morrison, Jon Jacaboni
Hospitality:	Pat Goin, Claudia Morris
Children Parade:	Gail Lopes, Valerie Brown
Main Parade:	Tim Griffeth, David Herlong
Patrons:	Norma Pusifer
Posters:	Joan Howarth, Gail Lopes
Public Relations:	Eric Morrison, John Meserve
Security:	John Meserve
T-Shirts:	Patty Morrison
Vintage Ball:	Charlotte Herlong, Valerie Brown
Vintage Festival Booth:	Evie Osborn, Melba Beccera, Kasey Capener
Wedding:	Claudia Morris, Pat Goin
Wine Tasting:	David Herlong
Wine Making:	Donita Jacaboni, Denise Kelly
Windows:	Sharon Singleton, Patty Morrison

BARBARA STAHLBAUM
Treasurer

NORMA PULSIFER
Recording Secretary

GAIL LOPES
Parliamentarian



KASEY CAPENER
Corresponding Secretary

Patrons wine list

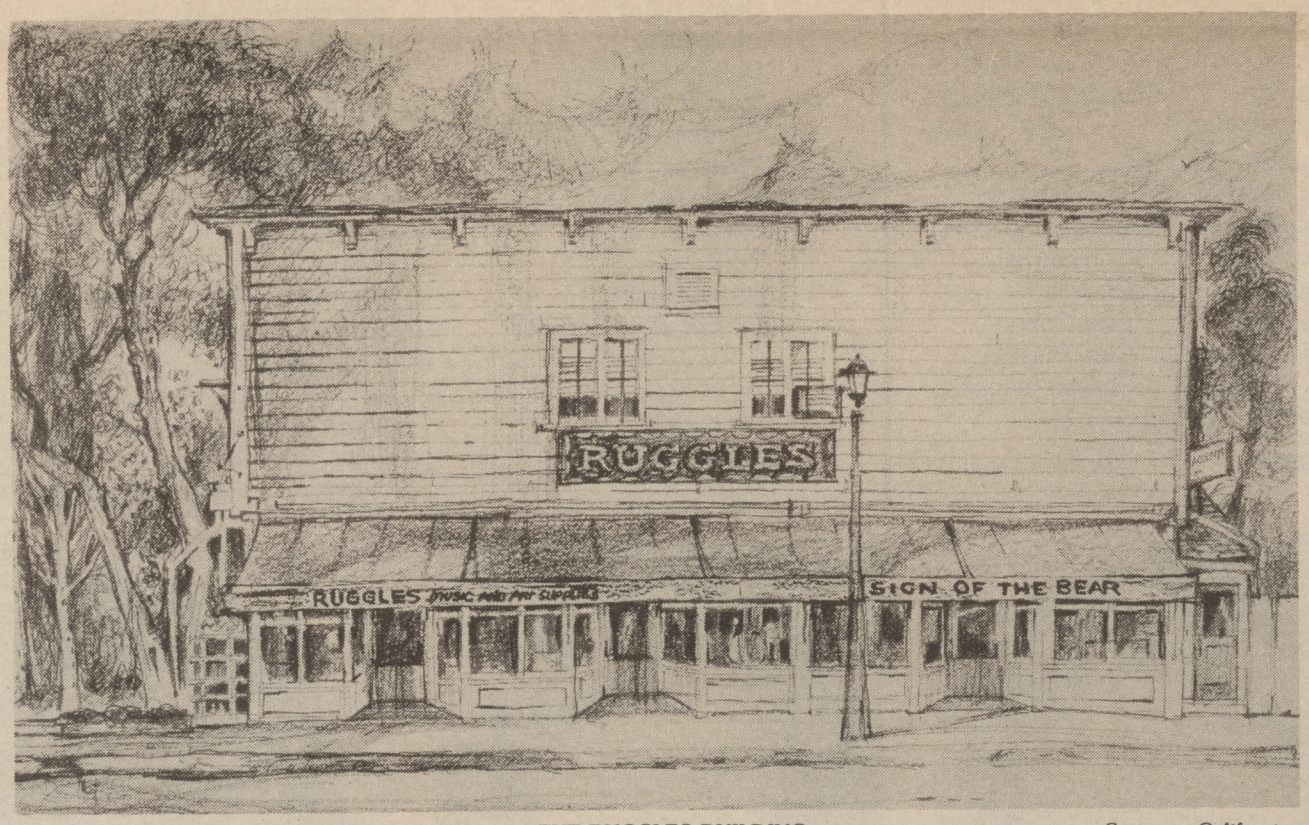
ADLER FELS — Pouring: 1985 Fume Blanc; 1985 Gewurztraminer; 1984 Chardonnay
BUENA VISTA — Pouring: 1984 Chardonnay; 1984 Gamay Beaujolais; 1982 Cabernet
CARMENET — Pouring: 1984 So. Co. Sauvignon Blanc; 1983 Red
CHATEAU ST. JEAN — Pouring: 1985 Gewurztraminer, Alexander Valley; 1982 Pinot Blanc, St. Jean Vineyards
H. COTURRI & SONS, LTD. — Pouring: 1983 Sonoma Valley Cabernet; 1984 Sonoma Valley Zinfandel
GENERAL M. G. VALLEJO — (Sonoma State Historic Park Assoc.) Pouring: Sonoma Red
GLEN ELLEN WINERY — Pouring: 1984 Cabernet Proprietor's Reserve; Proprietor's Reserve non-vintage Chardonnay; 1985 Glen Ellen Estate Sauvignon Blanc; 1983 Glen Ellen Estate Cabernet Sauvignon
GLORIA FERRER WINERY — Pouring: Brut Sparkling Wine
GRAND CRU VINEYARDS — Pouring: 1984 Gewurztraminer, Alexander Valley; 1985 Dry Chenin Blanc, Clarksburg; 1983 Cabernet Sauvignon, California
GUNDLACH-BUNDSCHU — Pouring: 1985 Gewurztraminer; 1985 Sonoma Reisling; 1982 Rhinefarm Cabernet
HACIENDA WINERY — Pouring: 1984 Chardonnay; 1985 Chenin Blanc
HANZELL VINEYARDS — Pouring: 1982 Pinot Noir
HAYWOOD WINERY — Pouring: 1984 Zinfandel, So. Valley Estate Bottled; 1984 Chardonnay, So. Valley
KENWOOD VINEYARDS — Pouring: 1984 Pinot Noir Blanc; 1983 Sonoma Valley Chardonnay; 1981 Jack London Pinot Noir
NAPOLI CELLARS — Pouring: 1984 Zinfandel
RAVENSWOOD — Pouring: 1984 Sonoma Chardonnay; 1984 Sonoma Zinfandel
SAM J. SEBASTIANI WINERY — Pouring: 1985 Napa-Sonoma Sauvignon Blanc
SEBASTIANI VINEYARDS — Pouring: 1985 Sauvignon Blanc; 1985 White Zinfandel; 1984 Merlot
SMOTHERS BROTHERS WINES — Pouring: 1983 Remick Ridge Sauvignon Blanc; 1983 Green Pastures Chardonnay
ST. FRANCIS VINEYARDS — Pouring: 1983 Merlot; 1985 Gewerztraminer; 1985 Chardonnay
VALLEY OF THE MOON WINERY — Pouring: 1983 Estate Bottle Reserve Zinfandel; 1985 Sonoma County Chenin Blanc; 1985 Sonoma Valley Pinot Noir Blanc

NON-WINE BEVERAGES:

SONOMA WATER WORKS — Pouring: Lachrymontis Natural Spring Water
THE CHERRY TREE — Pouring: Various fruit juices

FOODS:

SONOMA CHEESE FACTORY — Cheeses
SONOMA FRENCH BAKERY —Bread
SONOMA SAUSAGE COMPANY —Sausages
ENTERTAINMENT —Michuacanos Del Norte, Mariachi Band



435-439 First St. West — THE RUGGLES BUILDING — Sonoma, California

This historic building on the Plaza is over 100 years old.

This was the "Pink Cellar" when the Aguillon Winery used it for wine storage. Early in this century, the false front and a store front were added. The frame building, in turn, became a billiard parlor, harness shop, grocery store, poultry and feed operation and home for more than one family. In 1931, the Ruggles family opened their variety store here.

Today, Ruggles Music & Art Supplies meets the needs of many local musicians and artists. Everything from acrylic paints to zithers.

Next door, Sign of the Bear offers a wide selection of kitchenware, tableware and unusual gifts for the home. Everything from artichoke plates to zesters.

In April, 1985, the Ruggles Building became the City's first historic landmark.

Porcelain Rosebud Goblets with Pyrex Stems
by Alan Newman

Come see our varied selection of wine goblets

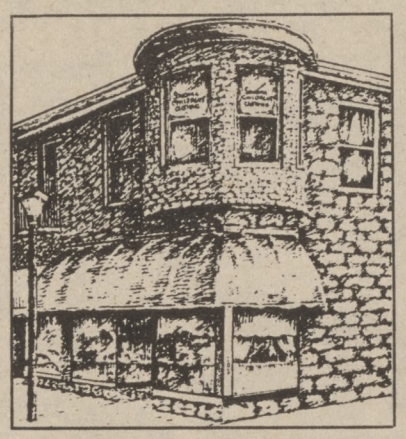
•Art Glass •Textiles
•Ceramics •Prints
•Wood •Sculpture
•Jewelry •Toys

Good Day Sunshine
29 E. Napa Street
Sonoma
938-4001

Firemen's water fight

The annual firemen's water fight has become a popular tradition of the Valley of the Moon Vintage Festival. This year Glen Ellen Fire Department will be out to defend its 1985 title, battling other fire departments from Sonoma Valley for championship honors. The contest involves fire fighters pushing a beer keg along the street with strong streams of water gushing from fire hoses. The always wet and wild water fight begins at 4 p.m. Sunday on Spain street on the north side of the plaza.

Sonoma Children's Clothing



Quality Clothing Below Department Store Prices

Featuring Cottons, Infants & Toddlers,
Boys & Girls Clothing, Factory priced ESPRIT
7 to Pre-Teen 14. Open 7 days a week
from 10 am to 5 pm
Upstairs •510 First St. East
On the Plaza
938-1919

Dine In Jack London's Backyard

Enjoy the charm of this quiet wine country inn located in the historic Jack London Village. Constructed in 1856, the Grist Mill building enhances a delightful evening of imaginative cuisine and thoughtfully selected wines.

•Private luncheons •Outdoor BBQ
•Banquet Facilities Available

Dinner served Tues. through Sun. from 5 p.m.
Sunday Brunch 10 a.m. to 2 p.m.

The Grist Mill Inn
14301 Arnold Dr., Glen Ellen 996-3077

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•

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El Paseo De Sonoma
On the Plaza
938-HATS
Open Daily 11 to 5

Saluting Vintage Festival supporters

Each year there are special merchants who donate time, equipment and goods to our Festival. This year in July we had an oldies dance and many merchants gave to that cause. We know by Festival time there will be many more people who have assisted us. Thank you, to all that have supported the Festival.

John Lynch and the Staff of the Sonoma Index-Tribune
Michael Judah, and the Staff at The Chamber of Commerce
Sonoma Valley Visitors Bureau
City of Sonoma Parks
City of Sonoma Police
Dave Chavoya
John Keester
Louise Richards
Sonoma Valley Vinters Assoc.
Susan Scarborough
Sonoma Vol. Fire Dept.
E.S.P. Security
Staff at the State Parks office
Kathy Osborn
Tom and Jenny Stalbaum
Heather Dingman
Heather and Jennifer Jacaboni
Shawn and Danny
Brocco's Trucking
Malvitz Trucking
Ken and LaVern Brown
Laura Lewis
Marie Blaye
Sebastiani Vineyards
All Video
Albertsons
Buena Vista Vineyards
Azevedo Barber
Downings Market
Sonoma Market
The Gazebo Gifts
Clover Stornetta
Gitti's Tire
Shones
Goodtime Bicycle
Sonoma Cheese Factory
Gino's
Gundlach-Bundschu
Sonoma Sausage
Sonoma French Bakery
Heavenly Nails
Broadway Market
Western Auto
Lazzareschi's Body Shop
Adobe Drug
Long's
Beno's
Chris Moore Chevron
Eraldis
La Casa
The Heritage
Melanie Geaslin
Marioni's
Studio 10
Mary's Pizza
Sonoma Medical Pharmacy
Moon Valley Video II
Crafty Cow
Record and Video Depot
Arrangements Unltd.
Valley Sports
Worldly Delights Jewelers
The Sonoma Mission Inn
Citi Corp Savings
Sonoma Print Shop
Glen Ellen Printing
Nicholas Turkey Breeding Farms

Sonoma Sister City ceremony

A ceremony that will symbolize the twinning of Sonoma with its Sister City in France—Chambolle-Musigny—is planned for 1:30 p.m. on Saturday, Sept. 27 in front of Andrews Hall at the Sonoma Community Center, 276 E. Napa Street, Sonoma.

Sponsored by the Sonoma Sister City Association, the ceremony will be highlighted by the budding of a Pinot Noir grapevine, taken from a vineyard in Chambolle-Musigny, France, with a Sonoma Valley Pinot Noir vine. The vines will grow around a lattice, eventually meeting at the top.

A rose bush will be planted between the vines. The bush and vines will become permament fixtures in front of Andrews Hall.

The Sonoma Sister City Association wished to thank the staff at the Sonoma Community Center for their cooperation.

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• Explore limestone caves on a self-guided tour
• Taste award-winning wines and sparkling champagne
• Enjoy a picnic under the trees near the fountain
• Visit the wine museum (weekends) and art gallery
Historic Tasting Room Open 10 to 5 Daily
18000 Old Winery Road, Sonoma
An hour's drive from San Francisco
Two miles East of The Plaza
For more information: (707) 938-1266

Booths, art show, demonstrations

While you are enjoying your stroll through the Plaza, please feel free to also enjoy the variety of booths. The booths and entertainment have been carefully coordinated for the enjoyment of our guests. On the northwest quadrant is the annual art show.

Across the street from the Cheese Factory is the Vintners Booth. This booth provides information about the various wineries in Sonoma Valley, their hours of operation, where they are located and how to get there. There will also be maps of the area for sale.

On the northeast quadrant is the booth for our local radio station, KORK. Would you like to see how a radio station works, or be interviewed, or see radio personalities? This is the place to visit.

Also in this area is one of two information booths (the other is in the horseshoe in front of City Hall). They are there to help you find the area you wish to visit or the booth with just the right food.

Speaking of food, this year's variety is truly unique. Everything from the traditional hot dog and hamburger to buffalo burgers, wine, wine coolers, beer, Coca-Cola, mineral water, juices, cheese, and other mouth-watering morsels will be available. Also on sale in this area will be handcrafted items, and T-shirts and poster available at the Vintage Festival booth.

FESTIVAL ART SHOW RETURNS
To northwest corner of the plaza

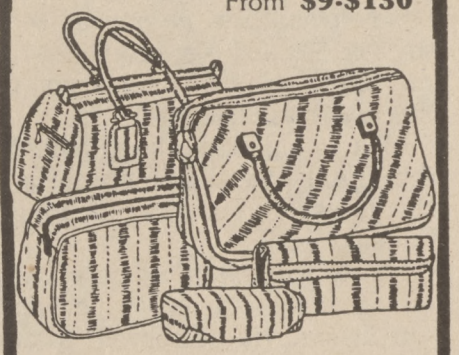
Across the horseshoe are games. These are put on by various pre-schools and the Ladies of the Moose (whose main interest is children). New to this year's group is a dunking booth run by Sonoma Valley High School.

The Vintage Festival is a non-profit organization and as such, our booths are fund-raising activities for other non-profit groups.

Some of the organizations who are participating this year are: The Catholic Social Service, Lions Club, Mayacamas Fire Department, the Lioness, Ladies of the Moose, Boy Scout Troop 10, St. Francis Parents Club, Sonoma Valley High Boosters Club, and many, many more. Come and see.

Accessories for Her

EELSKIN—Outlasts leather by 150%! Many styles and colors. From **$9-$130**



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Lingerie to entrance you, enhance you.

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Intimate Apparel
9-5:30 Mon.-Fri.
9-5 Sat.
West Plaza Shopping Center
Sonoma 938-3033

Enjoy Sonoma At

TJ's SONOMA GRILL

Just a few steps off the Plaza

Our extensive menu was created with an emphasis on freshness and to showcase Sonoma's own cheeses, breads, sausages and wines. We offer breakfast, lunch and dinner, light bites to hearty meals, wonderful appetizers and homemade desserts. Our wine list features fine local wines with special by the glass selections.

Dine at TJ's and dine Sonoma

Hours:
Monday: 7 a.m.-3 p.m.
Tues.-Thurs.: 7 a.m.-9 p.m.
Fri. & Sat.: 7 a.m.-10 p.m.
Sunday: 8 a.m.-3 p.m.
529 First St. West (in the Feed Store) 938-2122

Don't miss Vintage Ball—'Grape Escape'

The annual Vintage Ball will be held 9 p.m. to 1 a.m. on Saturday night, Sept. 27, in the Veterans Memorial Building in Sonoma. The theme for this year's dance is "The Grape Escape."

Music for the ball will again be provided by the Heartbeats. The band specializes in music from the 40s, 50s and 60s, providing remarkable vocals reminiscent of the Andrews Sisters.

In keeping with the theme of the Vintage Festival, appropriate costumes are encouraged. Black tie is optional.

There will be a no-host bar; mixed drinks, beer, wine, and soft drinks will be served. In addition, there will be bottled wine from local wineries. Also, we are pleased to announce that Gloria Ferrer champagne will be available for purchase.

Cost of the dance is $10 per person or $20 per couple. The cost includes a catered dessert buffet.

A raffle will be held at the dance. Prizes include lunch at Gino's, a large pizza from Mary's pizza, a catered dinner for two from Julie Atwood, a six-pack sampler from the Sonoma Cheese Factory, and gift certificates from Henry L and Creative Cuts.

In charge of the dance are Vintage Festival Board members Valerie Brown and Charlotte Herlong. Other assistance is being provided by Anna Sue Durrett.

Tickets may be obtained by contacting Valerie Brown (935-0338), Anna Sue Durrett (938-4411) or Charlotte Herlong (938-5090). Dance tickets are also available from Ruggles or any Vintage Festival Board of Directors' member. Advance purchase is encouraged.

Plan on attending and joining "The Grape Escape."

Previous Vintage Festival presidents

★1947 James F. Lyttle
1948 Daniel Ruggles
1949 August Pinelli
★1950 Mrs. Orson Linn
★1951 Howard Blank
★1953 Charles Cochran
★1954 Carolyn Wolfe
★1955 Harry Phinney
★1956 E.L. Richardson
★1957 Esther Pagani Gowans
★1958 Esther Pagani Gowans
★1959 Col. J. V. Thebaud
★1960 Edgar Waite
★1961 Louis Vela
1962 Hudson Auberlin
1963 R. H. "Bob" Brown
1964 Ray Sampson
1965 George Powell
1966 Robert Cannard
1967 Henri Maysonnave
1968 Dr. Allan Querin
1969 Jack Adams
1970 Col. Paul Walker
1971 Col. Paul Walker
1972 Merlyn Hunter
1973 Dr. Ralph Kelly
1974 Sue Stanley
1975 Toni Schaffner-Ettinger
1976 Elaine Sheffer
1977 Dorene Musilli
1978 Dorene Musilli
1979 Frank Cummings
1980 Evan Ross
1981 Evan Ross
1982 Evan Ross
★1983 Tom B. Michelis
★1983 Tom B. Michelis
1984 Gary and Beth Crammer

★Deceased

"Good Wine Is a Good Familiar Creature . . ."

Shakespeare

Wines Spirits

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Wonderful Selection of Vintage Wines Under $5

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Open 7 days a week

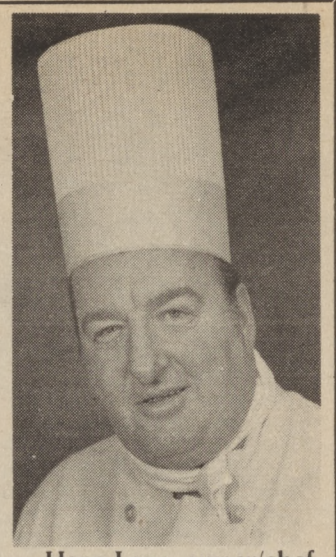
J. noblett
GALLERY

"No Time" Robert Indermaur 1986

A Gallery for collectors & enthusiasts of Contemporary American & European art. We hand select outstanding work from not-yet-but-soon-to-be fabulously well known artists. Shows change monthly.

139 E. Napa St., Sonoma (Just off the Plaza)
Open Daily 10-6 Closed Tues. 996-2416

Edelweiss
Bar & Restaurant



Hans Lenz, owner/chef
1982 Pacific Coast
Executive Chef

Early Bird Daily Special

Includes soup, salad, entree, coffee
Served 5 to 6:30 p.m. $9.95

Appetizers

Oysters Rockefeller on a bed of creamed spinach, pernod flavored

Smoked Salmon Canape with capers, onions and lemon wedges

Soups

Curry Clam Chowder

Fresh Salads

Fresh Spinach "Johann Strauss" A tasty traditional

Dinner Selections

Filet of Sole "Cardinal" Poached and topped with a Sherry Newburg Sauce

Veal Piccata Milanaise Sauteed in butter, capers and lemons

Tournedos aux Fois-gras Served on toast with Marsala Sauce

Chicken "Jerez" Prepared in creamy sherry sauce

Selected items from our international menu

Closed Tuesdays
15 Boyes Blvd., Boyes Hot Springs
(Across from the Sonoma Mission Inn Hotel)
For reservations (707) 996-7979

This year's poster theme called 'After the Harvest'

For the third year, the Valley of the Moon Vintage Festival has produced a commemorative poster.

Local artists were asked to submit designs and this year's selection was based on a line drawing submitted by Janis Doan, a freelance designer and illustrator.

After the design was chosen, Janis asked her friend, Alice Jacobsen, to execute an original watercolor based on the drawing.

This cooperative effort resulted in a work titled "After The Harvest."

The poster may be viewed and purchased at many of our local wineries as well as Sonoma Seen. The retail price is $7.

Janis Doan is a long-time valley resident. She recently studied at the Art Center in Pasadena and has now returned to do freelance work.

Alice Jacobsen is also a long-time valley resident along with her parents, Gladys and Jim Chokae.

Alice now works as a freelance artist in her Glen Ellen Studio, "Moonflower Productions."

ALICE JACOBSEN (left) and Janis Doan collaborated on this year's Vintage festival poster, entitled "After the Harvest."

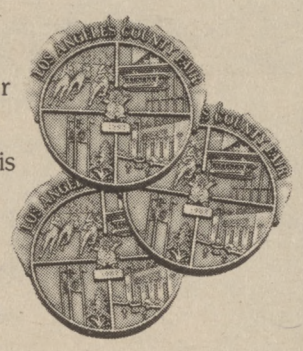
She can be reached at 996-9567 and Janis can be reached at 938-2081.

The original watercolor will be sold to the highest bidder at the Vintage Festival Ball on Saturday night.

Both of the artists will be available to sign copies of the poster at the Vintage Festival Booth on Saturday and Sunday between noon and 2 p.m.

Fifty-five years in Sonoma, Wine and Cheese Country!

It was fifty-five years ago this year that my grandfather, Celso Viviani began making cheese here on the Sonoma Plaza. Today with over half a century of history and experience, we're proud to be considered among the finest of natural cheese producers.



And our three gold medals at this year's Los Angeles County Fair come at the onset of a new era for our Cheese Factory.

There will be many changes and improvements as we enter this exciting new period and we look ahead to the day when the world's favorite Wine Country will come to be known as "The Wine *and Cheese* Country."

David Viviani

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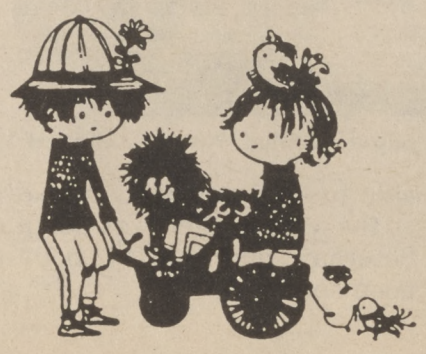

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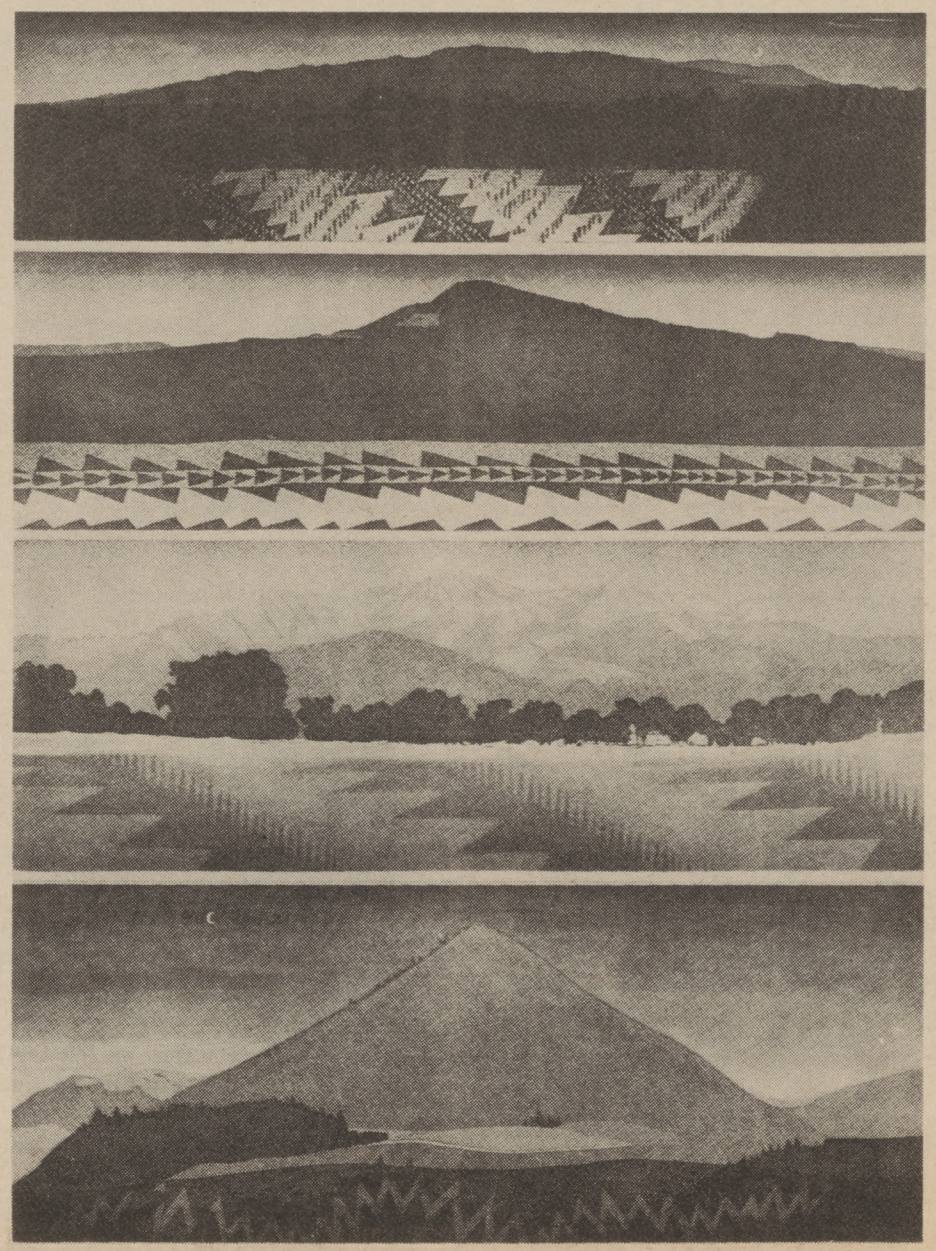


"VALLEY OF THE MOON — Sonoma, Bennett, Hood, Sugarloaf" by Chris Castle, part of "A Selection of Sonoma's Own" at J. Noblett Gallery.

Special show at J. Noblett

In the spirit of the Vintage Festival, J. Noblett Gallery has picked some "very ripe talent" for its show entitled "A Selection of Sonoma's Own" which will feature a dozen artists from the Valley of the Moon.

The invitation piece is an etching by resident, Christ Castle, depicting the valley's four mountains incorporated with four stages of the moon and four ancient designs from the Miwok indians who long-inhabited the valley.

Castle is an artist who has travelled much of the world studying and drawing anthropoligical sites and artifacts. He made Sonoma his home just long enough to study and complete this work.

The artists were selected from over 100 entrants. The show will features watercolors, oil paintings, wood and stone sculpture, pastel and charcoal.

J. Noblett Gallery is located just off the plaza at 139 East Napa Street, Sonoma and is open Wednesday through Monday, 10 a.m. to 6 p.m.

For more information call 996-2416.

Arts, crafts and more at Center

Sonoma Community Center, located at 276 E. Napa Street, Sonoma, once again will sponsor an Arts and Crafts Booth Fair during the Valley of the Moon Vintage Festival.

In addition to the annual indoor/outdoor judged flower show, sponsored by the Valley of the Moon Garden Club, the Center will offer such exhibits as gems and minerals, a country kitchen, jewelry and various handcrafts and artwork.

The popular event has attracted overflow crowds in recent years. Colorful canopies are erected on the Center's front grounds to house some other exhibits.

Visit the Venture Club's Old Time Photo Booth

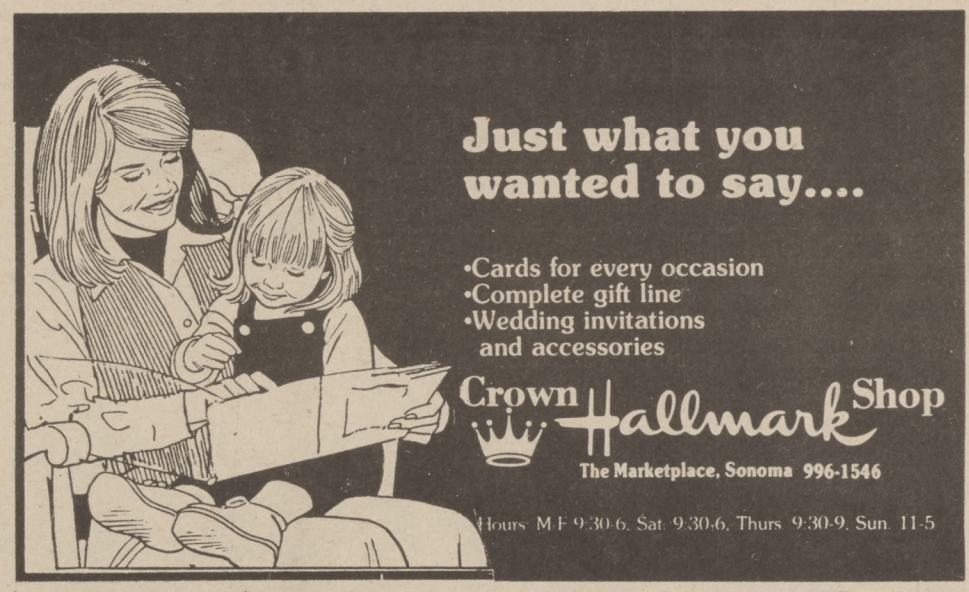
The Venture Club of Sonoma Valley is sponsoring an Old Time Photo Booth at the 1986 Vintage Festival. The photo booth will feature numerous vintage costumes, props and scenery. The pictures will have a sepia-tone finish. Family portraits, groups, couples and single's portraits will be available.

The Venture Club of Sonoma Valley is an organization for young business and professional women who are concerned about their community and desire to take an active part in its development. It is sponsored by Soroptimist International.

The Venture Club of Sonoma Valley was chartered in 1983. Since then, it has had several successful fund-raisers benefitting the Sonoma Valley High School computer lab, Pets' Lifeline and the Sonoma Valley Family Center. The club has also helped serve at the Vintage House dinner and the Cancer Society Wine and Cheese tasting. Last year at the Vintage Festival it served apple pies. This year the Venture Club will be featuring something new.

The photo booth will be open both Saturday and Sunday.

LITTLE LORD FAUNTLEROY (Mario Serafini) or an elegant lady (Mary Ellen Serafini, center) or a saloon girl (Dyani Mitchell) — you can be what you want to be in a vintage costume photograph at the Venture Club booth.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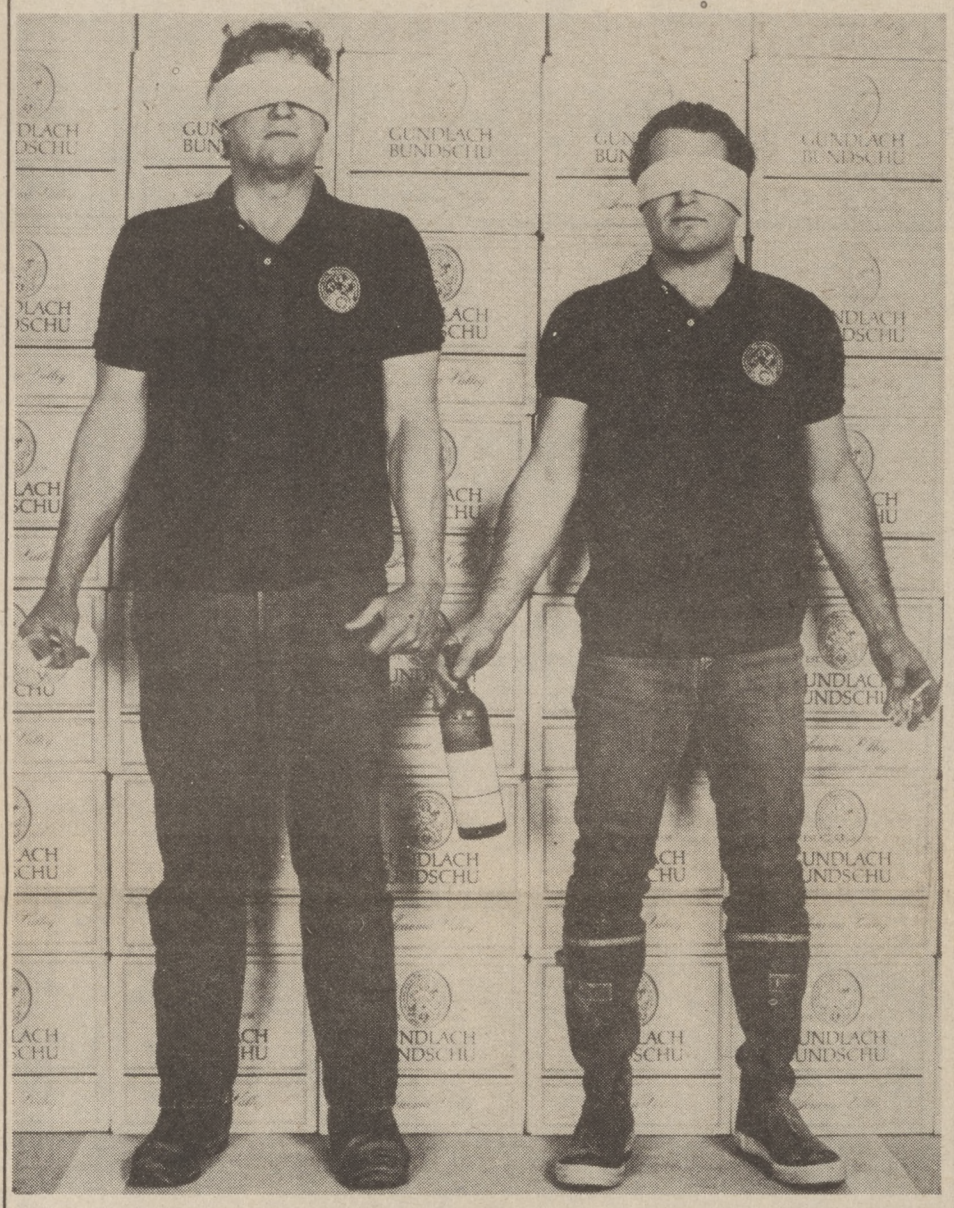

BUT WHEN YOU'RE DOWN TO YOUR LAST REQUEST... IT'S GOT TO BE

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Where to get Festival T-shirts

The Valley of the Moon Vintage Festival Booth has the 1986 T-shirts on sale for $7. This year we produced a small number of sweatshirts with our local artists' design also. The illustration design of Janis Doan, with the help of Alice Chokae Jacobsen created "After the Harvest" for our T-shirts in a dark raspberry on silver two tones to compliment our full color poster of the same design.

These local women, along with area graphic printers and silk-screeners have provided us with an up-to-date account of what Sonomais all about. Get a shirt for yourself, and share one as a gift to friend and family alike as a part of our local heritage.

Merchants get in the Festival spirit

Many of Sonoma's plaza merchants and Marketplace businessman have decorated their display windows for our annual Window decorating contest. Walk around the shops, and take time to see the judges selections.

There were six classes:
Indian or Mexican
Viticulture Related
Historical-by a group
Historical-by an individual
Commercial-how that store would have looked 100 years ago.
Participant only-those wishing to decorate their shops, but not be judged.

Each year a perpetual trophy is handed on to the best overall display, and each class received 1st, 2nd and 3rd place ribbons.

Out of Town non-partial judges were chosen: Ken Brown and Laverne Brown of Petaluma, Melanie Geaslin of Healdsburg. Thanks to those people (they had a tough job).

Maps are available at the information booth, and the Vintage Festival booth, along with the winners' names.

Subscribe to
Sonoma Valley's Vintage Newspaper
The Sonoma Index-Tribune

TROOPS ON PARADE
At last year's Vintage Festival

Festival parades

The sixth annual Children's Parade will be held at 2 p.m. Saturday, Sept. 27, starting at Hughes Field, the parade will proceed down First Street East, west on Spain Street and up First Street West.

Prizes will be awarded in a variety of categories: prize winners will be announced at 4 p.m. at the Bear Flag Monument. In addition, all children will receive participation ribbons and cool treats. Last year over two hundred children entered the parade and all had a great time.

The surprise Grand Marshal, parade judges, and volunteers will be announced in the regular edition of the paper in the days preceding the parade.

At 2 p.m. on Sunday a second parade for people of all ages—the traditional Vintage Festival parade—will wind around the plaza.

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Bob O'Brien runs the Industrial Plant Division.

Retail Division Ted Schoen

Serving the do-it-yourself builder as well as the contractor, Schellville Wood Products' retail division features the largest selection of redwood and cedar lumber in Sonoma Valley.

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Cake, lemonade at the Toscano

The Toscano Hotel Docents will be serving apple cake and lemonade during the Valley of the Moon Vintage Festival, from 11 a.m. to 4 p.m., Saturday and Sunday, Sept. 27-28, in the Toscano Hotel Dining Room. The Toscano is located on the north side of the Plaza, at 20 Spain Street.

Blessing of the Grapes

Photo by Patrick D. Doyle

A VINTAGE BLESSING OF THE GRAPES — A festival tradition.

The Vintage Festival's traditional Blessing of the Grapes, to be held at the Sonoma Mission at 10:30 a.m. Saturday, Sept. 27 will be a very special event this year. For the first time representatives of each Sonoma Valley winery have been invited to place a bottle of their wine on the table during the Blessing ceremony.

Local grape growers have also been asked to take part.

Sonoma's Honorary Alcalde Nell Lane, as well as past alcaldes, the Mayor and city council are also expected to participate.

Vintage Festival Greetings from Rollo

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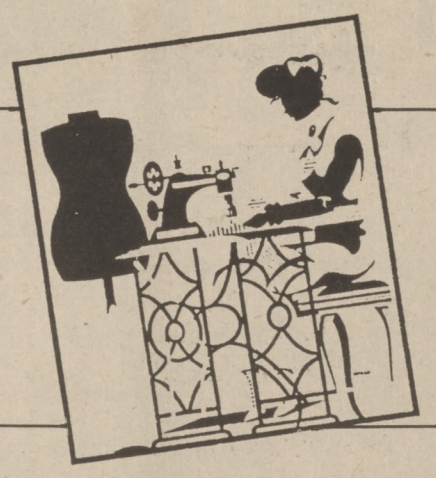

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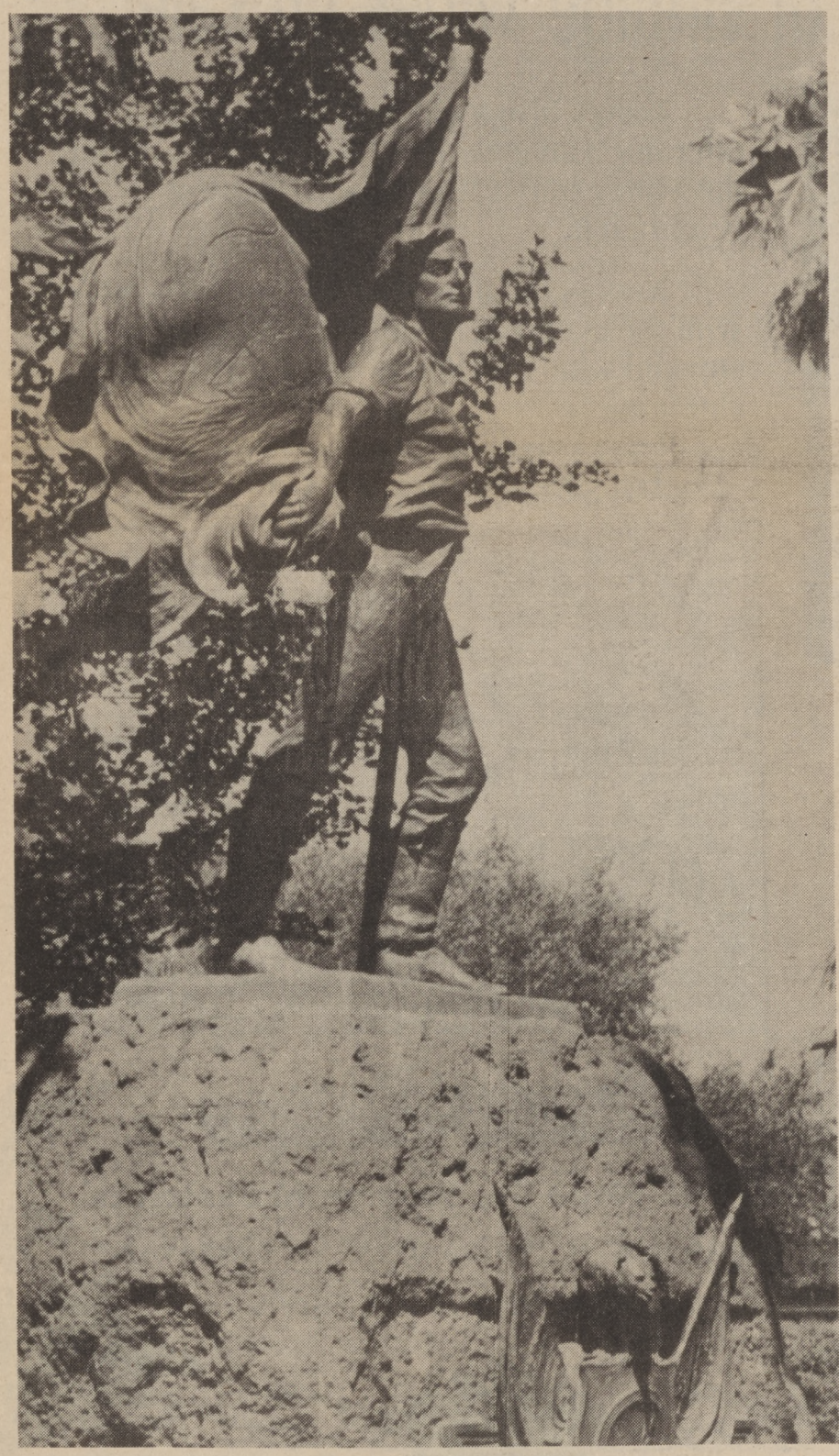
Bear Flag revolt– flag re-creation

In 1835 Sonoma was born, the Valley of the Moon. A few years later, in 1846 the Bear Flag Revolt took place that established the California Republic.

During the Valley of the Moon Vintage Festival weekend both of these historic events take place. At 11 a.m. on Sunday the 28th a re-enactment of the Bear Flag incident will be presented as well as an on-the-spot re-creation of the Bear Flag.

Volunteers participate in this event celebrating Sonomas history. Henry Riboni, Sonoma city councilman will repeat his role as narrator of the event. The Diablo Valley Muzzle Loaders participate as well as Aaron Sherman, Mary & Amy Sides, many local volunteers, and Chairman of the event Charles Cook.

1986 marks the 140th year of the raising of the Bear Flag in the City of Sonoma. The Board of Directors of the Valley of the Moon Vintage Festival invite one and all to see the re-creation of such a rich part of our local and state history.



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SONOMA VALLEY
WINES & GRAPES
Official Vintage Festival Program/Magazine is a supplement to the Sonoma Index-Tribune — Section C

French Colombard

Sonoma wine historian believes this grape may be the state's most important variety

By JERRY PARKER
I-T Guest Writer

Californians are sometimes said to have whimsical tastes in their drinking habits. This may be why wine made exclusively or mostly from French Colombard grapes seems to have declined in popularlity in recent years.

But French Colombard used as a blender is something else. More of it is being used this way than ever before and wine bibbers may be drinking a lot of it without being aware of this fact.

Make no mistake, French Colombard still has its merits as a wine that stands on its own two legs. Harry Parducci, whose Valley of the Moon Winery, Glen Ellen, offers an Estate Bottled (100 percent of the grape) Colombard, gives it this tribute: "It's a good light white wine perfect for all occasions, from picnics to elegant dinners."

The Sebastiani Winery touts its French Colombard in a booklet as follows: "Serve chilled as a refreshing aperitif or with seafoods, poultry and salads."

But the use of it for blending is what has made French Colombard one of the most important grapes in the wine industry. It is the third most planted grape in California, according to wine historian William F. Heintz, of Sonoma. As of 1984, there were 56,350 bearing acres devoted to French Colombard grapes in California, compared with 23,965 acres in 1975.

There are approximately 1,400 acres planted in French Colombard grapes in Sonoma County, Richard Paul Hinkle, pointed out. Hinkle is a well-known wine writer who lives in Boyes Hot Springs. Production of Colombard grapes, which are vigorous, prolific growers, is about four tons to the acre in this country.

Photo by Richard Ammon

DOUG DAVIS, Executive Winemaster, Sebastiani Vineyards. With French Colombard, the winery suggests: "Serve chilled as a refreshing aperitif or with seafoods, poultry and salad."

In the hot Central Valley, where the grape does better, the figure is six to eight tons.

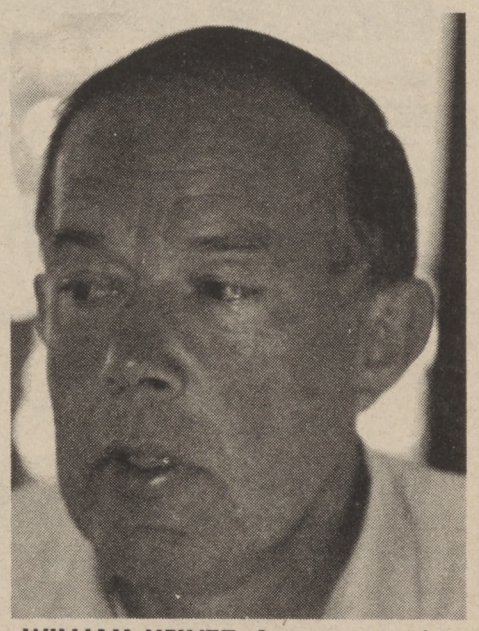
VALLEY OF the Moon Winery has 20 acres in French Colombard grapes. Sebastiani buys Colombard and crushed 157 tons last year. Colombard grapes are very perfumey, tart and fresh.

Doug Davis, vice-president and executive winemaster at Sebastiani, said he had noted that French Colombard dry wine is not as popular as it was five or more years ago. He thought this might be due to the name and the fact that the grape, which has high acidity, may be too tart for the American palate, which in recent years has been offered smoother varietals.

Indicative of the fact, however, that French Colombard still clings to its reputation as a good, moderately priced wine, is the fact that a category for it was added to the wine competition at the State Fair last year. Unfortunately no Colombard entries were received. This was probably due to the fact that the wine competition was just revived at the State Fair last year. Heintz said there had been no wine judging at the fair from 1967 to 1984, due to friction among the wineries.

Sonoma County's Harvest Fair has always included French Colombard in its wine competitions and it has earned gold medals there. There is not too much history about French Colombard, said Heintz, and it only became

Turn to C2



WILLIAM HEINTZ, Sonoma wine historian, feels that French Colombard might well be California's most important grape variety.

French Colombard—

Continued from C1

popular here in the 1970s, on the heels of what he said was the wine boom of the 60s.

FRENCH COLOMBARD grapes were apparently imported into the U.S. in Gold Rush days, around 1856, by a Frenchman named Pellier, of Santa Clara County. The grape originated in the town of Charente in the province of Cognac, France. It has always been used there to help make a brandy called Cognac. It was used by Pellier for blending with other wines.

Heintz said it could possibly be that French Colombard is California's most important grape. One index of this is the fact that the Colombard grape crush is the heaviest in the state, exceeding that of any other grape used in wine production, including the ubiquitous Thompson Seedless. The Colombard crush in 1983, for instance, was 465,031 tons. No other grape came close.

Most of this goes into blending. Colombard grapes are used extensively in the sparkling wines and champagne made in California. The production of champagne has increased tremendously here in the past couple of decades, Heintz pointed out.

Hinkle noted that Colombard is blended with a variety of white wines, including Chablis, Chenin Blanc and Riesling. Then you have the new wine coolers which are on the makret. Colombard grapes go into these, too. All of this is a tremendous amount of mileage to get out of what Hinkle says is "not a top varietal."

In the 1860s, Heintz related, winemaker George West, of Stockton, apparently cultivated the Colombard grape for us in a wine which he called West's White Prolific. West blended it with Riesling and Mission grapes and also used it to make a brandy.

WEST'S BRANDY earned a high reputation and was said to be just like the Cognac made in France. The wine West made from these grapes was said to have unusual keeping qualities. The West company kept making such wine until Prohibition, it is said, and may have maintained some production even after that.

Bob Smith and family opened The Happy Dog in 1973 at 18762 Sonoma Highway, across from the Vine-Yard. They have operated their business in this same location for 12 years. Foods prepared fresh daily are Charbroiled Burgers, Homemade Chili, Home Fries and Giant Hot Dogs. Meat is ground fresh daily.

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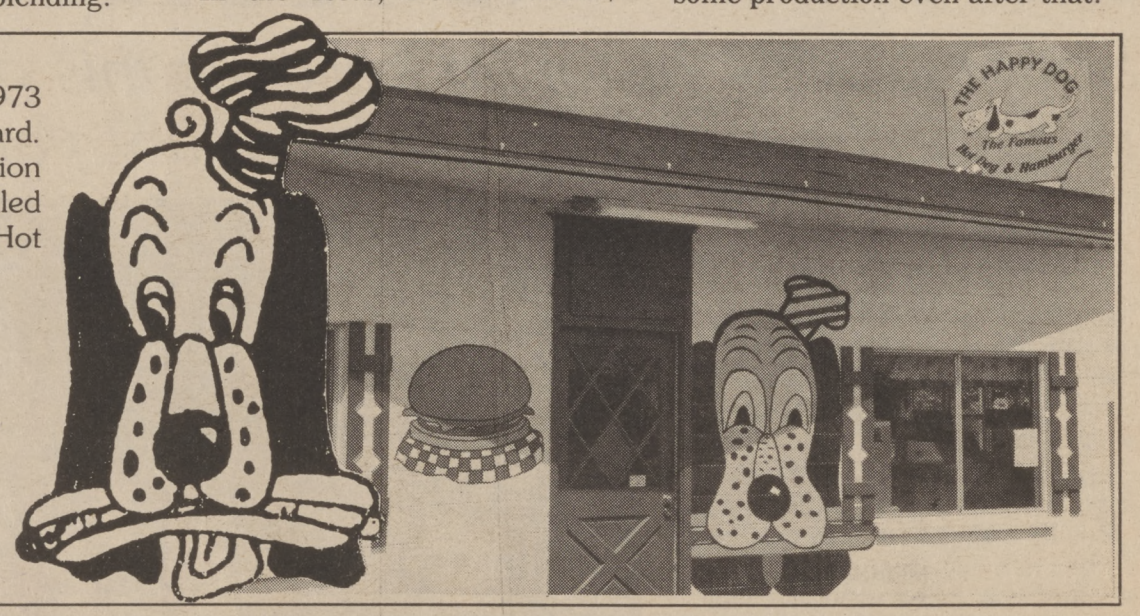

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Sauvignon Blanc

Prolific grape of many styles sometimes called Fume

By FRANCIS BROFOS
I-T Guest Writer

Professor Emeritus Maynard A. Amerine of the University of California, Davis has called it our best white wine variety.

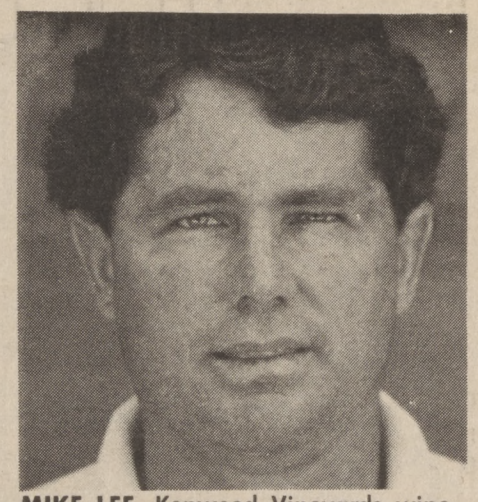
Wineries have built their reputations on it. In 1985 there were 15,383 acres in the state devoted to it compared to 3,505 acres ten years ago.

Yet today Sauvignon Blanc with its hundred years of history in the state may well be the most under-valued and least respected white wine around.

This harvest winemaker Mike Lee of Kenwood Vineyards crushed 550 tons of Sauvignon Blanc. He selected the thin skinned, tightly clustered grapes from no fewer than 15 different valley floor vineyards located between Geyserville and Sonoma Valley.

According to Lee, Sauvignon Blanc is the most divergent of all grapes. That's why he took ad-

Turn to C4



MIKE LEE, Kenwood Vineyards winemaker, calls Sauvignon Blanc the most divergent of all grapes.

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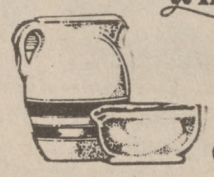

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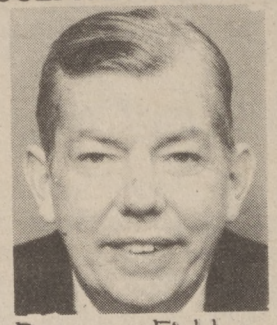

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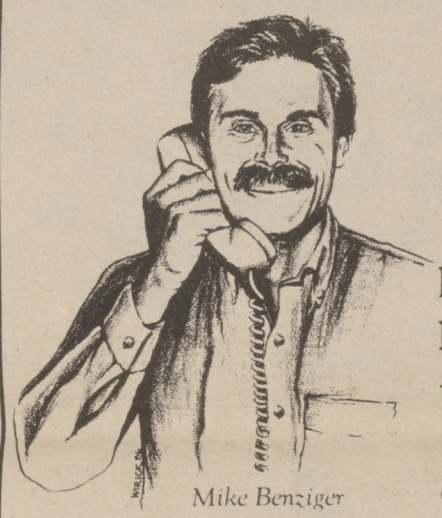
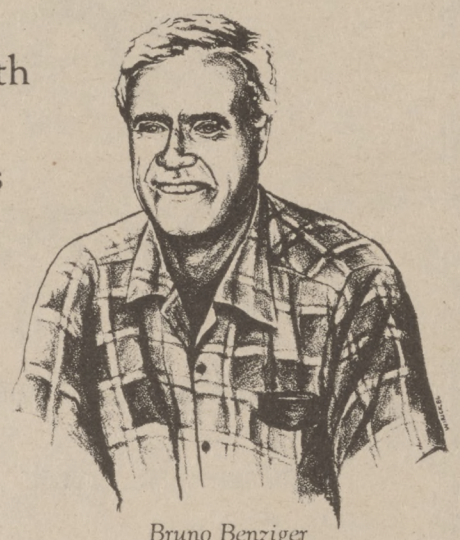


Mike Benziger

With those words to his father in 1980, Mike Benziger's search for a piece of California vineyard land had ended. But it was the beginning of a hard working group effort for the rest of the 13-member Benziger clan. Today, Glen Ellen Winery consistently produces award winning wines at sensible prices. In the words of Mike's father Bruno, "To raise a family or make a good wine, both take loving care." He should know...he's done both.



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GLEN ELLEN WINERY

Photo by John Lynch

JOEY BENZIGER, assistant winemaker at Glen Ellen Winery, along with his brother, winemaker Mike Benziger, have been highly successful in producing award-winning Sauvignon and Fume Blanc wines.

—Sauvignon Blanc—

Continued from C3

vantage of many soils and several microclimates and acquired his grapes from different regions.

Sonoma County is famous for its deep, rich, well-drained loam soil and Sauvignon Blanc thrives in it. It's a grape that grows exuberantly, the vines have huge canopies and the cane can shoot to 15-20 feet.

If planted in too cool a climate the wine will be too grassy, a problem with this varietal in past years. Like other winemakers today, Lee wants to tone down the naturally assertive varietal character of the grape and place the emphasis on fruit and good acidity.

TO ACHIEVE this, he and assistant winemaker Jeff McBride are keeping the wines from the various vineyards separate in the Kenwood cellars. One-third are aging in stainless steel tanks to help hold the fruit character, while one-third of the wines spend time in upright French oak casks which is helping to soften the wine. The last one-third is in small French limousin oak barrels which will mellow it and assure complexity.

When time comes to make the master blend, this process will help achieve consistency, only mild grassiness with just hints of oak in the wine, with "no barrel fermenting, no malolactic and no gimmicks," as Mike put it.

By the middle of February next year the 550 tons of grapes will be 75,000 gallons of wine ready for bottling. And that is somewhat over 30,000 bottles of Sauvignon Blanc, to be released March 1.

Lee, with his Kenwood Sauvignon Blancs holds the prestigious Orange County Fair's record for winning the most gold medals in a row, in 1980, '81, '82 and '83. Then he settled for silver in '84 and '85. That sort of prowess is needed these days in a market crowded with wines.

ALTHOUGH a lot of attention is being lavished on Sauvignon Blanc nowadays, it remains in the shadow of the other great white wine, Chardonnay, with which we have had a long romance dating back to the sixties.

In those days Sauvignon Blanc had almost fallen out of production and its acreage dwindled. The common style of the wine

Turn to next page

—Sauvignon Blanc—

Continued from C4

then was fruity, simple with quite a bit of residual sugar, a sweet wine with a limited market. Wine drinkers were looking for something crisper and drier.

Then in the late sixties the fortune of the grape variety was completely reversed and its popularity soared when Robert Mondavi renamed his Sauvignon, 'Fume Blanc,' and patterned his wines after the assertive, dry wines of Pouilly-Fume from the Loire Valley of France.

Fume Blanc literally means 'Smokey White' a name that originated in the Loire because the grapes have heavy bloom. Bloom is the waxy coating that gives the ripening fruit a grayish, smokey appearance. However, the color softens to a pale green to light yellow when the grapes are fully ripe.

THE FUME BLANC name stuck. Some wineries use it in addition to Sauvignon Blanc, bringing the Fume closer to the fresh, crisp wines from Sancerre and Pouilly-Fume in the Loire, leaving the Sauvignon Blancs to resemble the full-bodied, mellow, dry Graves from Bordeaux.

Or in a year when botrytis, the 'noble rot' can be achieved by picking the grapes late, Sauvignon Blanc will resemble the luscious, sweet wines of the Sauternes district in Bordeaux, such as Chateau d'Yquem.

But California does not have a consistent set of names and some of our wines reverse the above order completely.

Mike Benziger, winemaker at Glen Ellen Winery, markets both a Sauvignon Blanc and a Fume Blanc which he makes in completely different styles from the same grape grown in different vineyards.

Benziger, who has won three gold medals for his Fume and two sweepstakes awards at the Sonoma County Harvest Fair for his Sauvignon Blanc (in 1982 and '85), says the viticulturist is the winemaker. By that he means that the grape is the most easily manipulated. The key is to control the canopy by allowing air and light to penetrate. This takes a lot of work in the summer.

Turn to next page

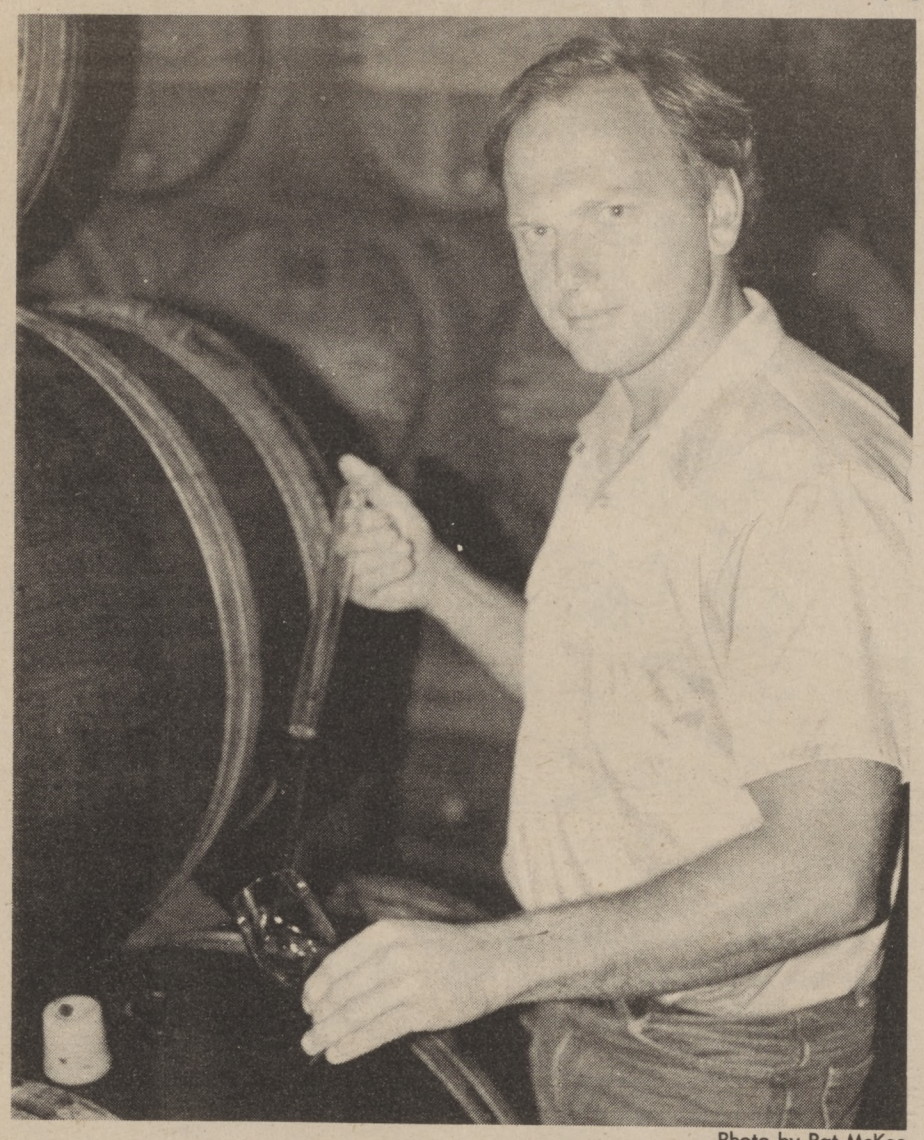

Photo by Pat McKee

JEFF BAKER, winemaker at Carmenet Vineyards, produces Sauvignon Blanc using the old Graves method—small, barrel fermented lots, leaving juice in contact with the lees to encourage malolactic fermentation.

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Sauvignon Blanc

Continued from C5

THIS ADDITIONAL work produces two kinds of grapes on Glen Ellen's automatic sorting table at harvest time. As a dozen winery workers gather around, the table shakes the Sauvignon Blanc grapes forward and the green ones are allowed to proceed into the crusher to be made into wine labeled Sauvignon Blanc.

The slightly yellow grapes, picked higher up on the mountain from vines with less canopy, are sorted out for the Fume Blanc, a less grassy wine with a melon and fig aroma.

These grapes will go into dark, toasted barrels, whereas the greener grapes, picked from lower vineyards see uncharred barrels, becoming the Sauvignon wine with grassy, alfalfa and wildflower aromas.

"Some of our best Sauvignon Blanc vineyards are bought from people who thought them too grassy," Benziger confides, knowing he is able to tone down the herbaceous, forward nature of this varietal. "The key to our Sauvignon is in the grape growing," he stresses.

UP MOON MOUNTAIN Road at Carmenet, winemaker Jeff Baker approaches Sauvignon Blanc in the old Graves method—small barrel fermented lots, leaving the juice in contact with the lees to encourage the malolactic fermentation. Baker, like many other winemakers, blends in up to 14% Semillion, very much like the French do in Bordeaux. This, he feels, adds depth and complexity and makes for a wine that can be aged.

Buena Vista winemaker Jill Davis points out that they are experimenting with Sauvignon Blanc in a test block in the Carneros, a cool region often considered less than ideal for certain varieties. In the meantime, Jill's award winning Fume Blanc and Sauvignon Blanc are made with grapes grown in the Alexander Valley and Lake County. She does not barrel age, preferring a style with firm grassiness, herbaceous and crisp. Davis does not blend in Semillion.

Some of the earliest cuttings of Sauvignon Blanc came to California from Chateau d'Yquem in 1878, through the efforts of two Livermore Valley growers. Since then the grapes have had their ups and downs. Many do not realize that, for example, back in the '40s and '50s it was considered our best and most consistent white wine grape.

Sonoma County is a great growing region for Sauvignon Blanc. Acreage planted in the county has jumped to 2,039 in 1985 from only 303 acres ten years ago.

Our innovative winemakers are producing incredibly fine Sauvignon Blancs in a wide range of styles and at attractive prices, usually a good notch below Chardonnay, its big competitor. It's a superb wine bargain, an easy one to perfect a taste for.

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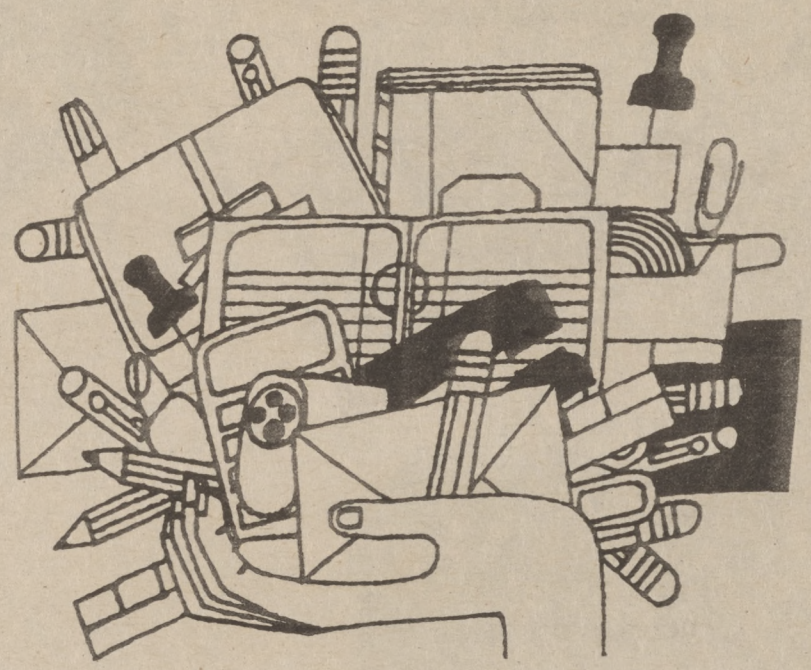

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Pinot Blanc

Sometimes called the 'poor man's Chardonnay,' this wine is suffering from an image problem

By CONNIE FREED
I-T Guest Writer

Pinot Blanc is a wine with an image problem. Most people do not realize that this is a varietal wine, but instead assume it to be some blend or another, perhaps of Pinot Noir and Chenin Blanc.

In reality, Pinot Blanc is a white grape variety from the Burgundy region of France, a cousin to the black grape, Pinor Noir. The French use it to produce white Burgundy and to blend with Pinot Noir for Champagne production.

When made in California, it is usually fermented into a dry wine and aged in oak — sometimes described as a "poorman's Chardonnay."

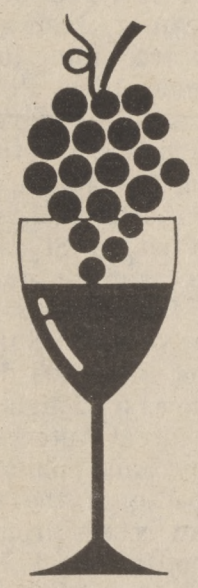
For the growers of Pinot Blanc, there are problems. The vines are not vigorous, and one local vineyard owner described them as "wimpy". This year's suggested price per ton is $875, only $75 below that of Chardonnay which might make it an attractive grape to some growers. But unless a grower has a contract with a winery, the grapes are hard to sell. There is even some question as to whether the grapes grown and sold locally as Pinot Blanc really are Pinot

Turn to C8

Photo by John Lynch

MIKE BENZIGER, winemaker at Glen Ellen Winery, "enjoys making a wine that is controversial" like the Pinot Blanc varietal, he says.

"Welcome To The Vintage Festival"



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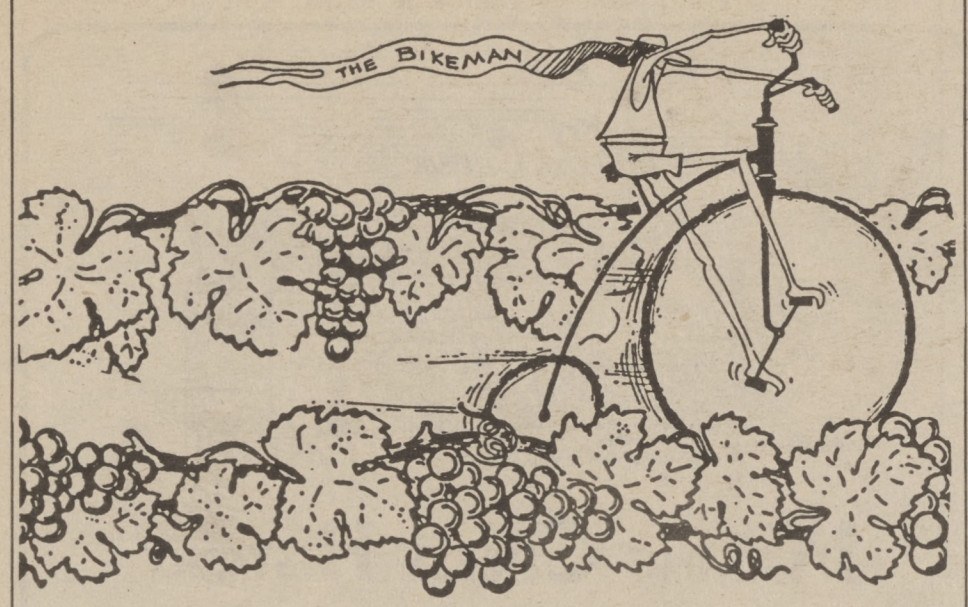

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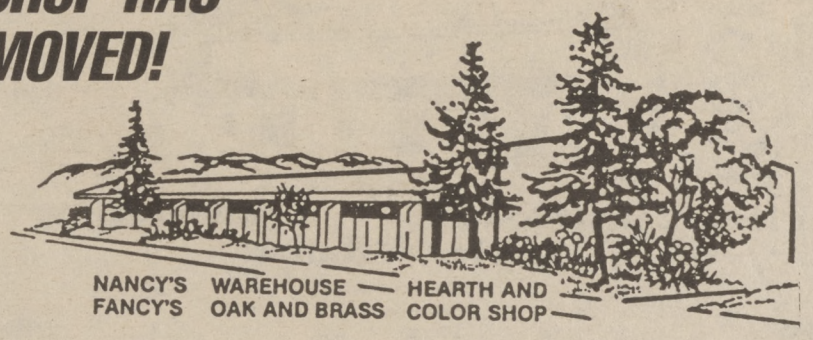

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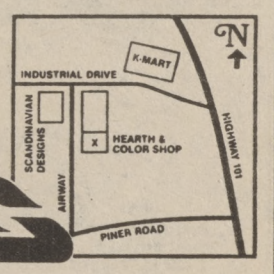

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Pinot Blanc

Continued from C7

Blanc or in reality another grape variety from France, called Melon.

There are only two local wineries, Chateau St. Jean and Glen Ellen, that are willing to do battle to promote Pinot Blanc, and in both cases, the winemakers seem to be in love with the wine.

According to Richard Arrowood, winemaster and vice-president at Chateau St. Jean, "I spend twice as much time selling a case of Pinot Blanc as I do Chardonnay and Sauvignon Blanc." But Arrowood describes Pinot Blanc as a "delightful variety — a great alternative to Chardonnay," and points out that while a bottle of the winery's Chardonnay retails from $11 to $18 per bottle, Pinot Blanc is usually only $8 or $9 a bottle.

ARROWOOD treats Pinot Blanc almost identically to Chardonnay during the winemaking process, although he finds it more tannic and prone to oxidation if not handled properly during fermentation. But like Chardonnay, it will age well, four to seven years under the right conditions.

"It's a food wine — I hate that term" he laughs. "But it lends itself to a lot of different dishes." He describes the wine itself as tasting of "melon, butterscotch — a little less finesse than Chardonnay."

As to Pinot Blanc's future as a varietal wine, Chateau St. Jean will "tough it out and see what happens to the market place," says Arrowood. "But if the consumers don't turn around with education, we might eventually have to drop it," he admits regretfully.

"It's a food wine — I hate that term" he laughs. "But it lends itself to a lot of different dishes."

AT GLEN ELLEN Winery, Mike Benziger, co-winemaker for his family's operation, is pleased with the sales of Pinot Blanc, and confesses that he enjoys "making a wine that is controversial." The wine is only available at the tasting room and plans are to keep it that way.

According to Benziger, "The key to Pinot Blanc, Muscat Canelli, and any other odd ball variety is to taste it first."

"We make the most overblown wine we can. It's barrel fermented, goes through malo-lactic, and is barrel aged."

Because it is such an unknown variety, Benziger feels that the winery can "make it the way we want it" and not have to try to meet expectations of how people think it should taste. Benziger obviously likes his Pinot Blanc which he describes as having tastes of "coconut, pineapple with more complexity the way we make it than Chardonnay."

But as the sparkling wine industry grows in Sonoma County, so grows the interest in using Pinot Blanc. Joe Votek, owner of the Loma del Sol Vineyard Management Company, manages the eight acre vineyard on Sonoma Mountain that supplies Glen Ellen Winery. (He is also the vineyard manager for Bruce Cohn's Olive Hill Vineyard in Glen Ellen.)

Originally the Sonoma Mountain vineyard was plented with the hopes of selling the grapes for sparkling wine production. But Votek is pleased to see the grapes go to Glen Ellen because "Mike had always wanted to make a barrel fermented Pinot Blanc."

PINOT BLANC likes cool weather and the Carneros region of southern Sonoma and Napa counties is ideal. Jim Haire, owner and vineyard manager of Haire Vineyard, planted 35 acres of Pinot Blanc off Ramal Road for Domaine Chandon seven years ago. The grapes are used for sparkling wine and according to Haire, amount to between three and ten percent of the blend.

The vines have a "tendency to crop light and then crop heavy" says Haire. Although he is getting a good price for his Pinot Blanc, it is a variety that he does not recommend planting "for the spot market" on speculation.

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Pinot Noir

The quality of this oft maligned Burgundy wine is on the upswing

By SANDY SANDERS
I-T Guest Writer

So the Pinot Noir you bought last night was a bit thin and vinegary, the color a little orange compared to the ruby glow of the Zinfandel you had enjoyed the night before or the dark depths of your favorite Cabernet.

Why go on with this? You've been disappointed often enough in Pinot Noirs, and even the ones your friends advised you to buy didn't turn out to be what you expected.

You resolve that you'll stick to those rich Cabernets, those tasty Zinfandels, the light Beaujolais. Forget the Pinot Noir, right?

Wrong.

Who needs it?

You do, especially if you love red wine, or even if you're a white wine drinker who is looking for a red that doesn't seem too harsh.

California Pinot Noir may not have found its niche with the

Turn to C10

Photo by Richard Ammon

ANGELO SANGIACOMO, left, his brothers, Buck, right, and Bob (not pictured) are major grape producers in Sonoma Valley. Angelo agrees that Pinot Noir is difficult to prune, but otherwise is no different than any other grape variety.

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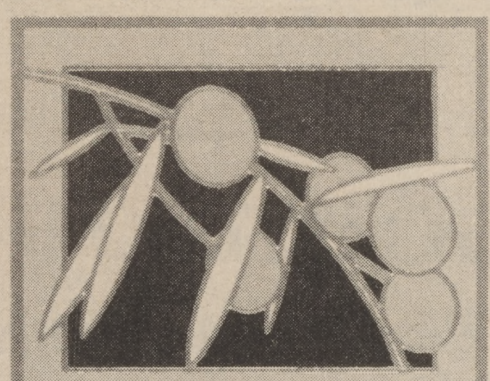

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Pinot Noir

Continued from C9

consumer yet, but it is a good bet for the future. Winemakers are doing many interesting things with this particular grape these days.

Pinot Noir is, after all, one of the giants of French viticulture, counterpart to the Burgundy as Cabernet Sauvignon is California's version of the Bordeaux.

According to Richard Arrowood, Chateau St. Jean's winemaker, there is a European saying that the nobility drinks Bordeaux, but kings drink Burgundy. "They, Pinot Noirs, have an underlying decadence ... a regal character when they're made right," he asserted.

WINEMAKERS sometimes describe Pinot Noir as a feminine counterpart to the robust Cabernet. They say that a Pinot Noir is a soft, supple, fragrant and fruity. Typically medium-bodied, it often has a floral quality.

Lance Cutler, winemaker at Gundlach-Bundschu Winery, said that he looks for a wine that has "an intense, cherry-like aroma ... rich and creamy in the mouth."

Buena Vista winemaker Jill Davis, who also noted the cherry character, added that Pinot Noir should have a leathery quality too. It needs some oak, but not enough to overpower the cherry.

"At its best, it has kind of a leathery taste," agreed Hacienda Winery's winemaker, Steve MacRostie. "It also has a spicy, orange-rind character ... It can have some violet-like flower characterics. It should have moderate color ... It should be fairly smooth, not a great deal of tannin ...

"Pinot Noir can be greatly appealing to people who aren't familiar with red wines."

Milo Shepard, owner of Jack London Vineyard, in Glen Ellen, sells his Pinot Noir grapes to Kenwood Vineyards. Their 1981 Pinot Noir, made exclusively from Shepard's grapes, has won more medals than any of their other wines.

His vines have particularly small, intense berries, which produce a wine that he described as heavy, dark, peppery and fruity.

"HE HAPPENS to have a good clone of Pinot Noir, with smaller berries," noted winemaker Mike Lee of Kenwood Vineyards. "They make wines that have more body to them, more character ... It's very rich soil. It tastes good ... The wine has a real nice cherry character."

Many winemakers are looking to the recently-designated Carneros region for their Pinot Noir grapes. Buena Vista has over 1700 acres of vineyards in the Carneros region, with its bay fogs and breezes.

"The color is often light, lighter than other red wines, and sometimes can have a problem with showing some orange or brick or brown tones," concurred Dennis Richardson, owner of Richardson Vineyards.

He also pointed out that Pinot Noir should be a natural for restaurants, since it can be drunk early. Also, "Pinot Noir seems to be compatible with a wider range of entrees than a heavier wine," going well with veal, chicken or fish, as well as red meats.

GROWERS differ as to whether Pinot Noir is an easier or more difficult grape to grown, compared to other varietals.

Steve Hill, manager of Sonoma Valley's Durell Ranch, felt that Pinot Noir grapes are easier to grow, because they're the first red varietal to mature, and so are harvested early. The vines do "push" earlier in the spring and have to be protected against frost, he observed; and they are more difficult to prune.

Long-time Sonoma Valley grower Angelo Sangiacomo, who supplies many premium wineries, agreed that Pinot Noir is a littler harder to prune, but is otherwise not much different from any other varietal.

Sebastiani's Davis described it as difficult for the grower, because it is more "fickle" in its growing habits, with varying bud-break and blooming times.

"It is more difficult, because it's very sensitive, especially at the ripening period," commented Anne Moller-Racke, vineyard manager at Buena Vista Winery. With Pinot Noir, one can not wait for specific Brix (sugar content) numbers, but most know that particular vineyard, she went on.

If the grapes go just a little to long, the wine may end up with a raisin quality. On the other hand, with Chardonnay, which Moller-Racke described as less "delicate" than Pinot Noir, winemakers have more flexibility in the time they can set for the grapes to be brought in.

"I CONSIDER it the hardest varietal to grow," stated Shepard. It is hard to disc, since the canes drop early; and if improperly pruned, the vines may produce so many berries that they die.

Hacienda's MacRostie indicated that Pinot Noir also requires detailed and different fermentation techniques. However, "if you can overcome the challenge, it's rewarding to make a good Pinot Noir," he added.

Hacienda has a 1983 Pinot Noir out now which MacRostie said he is "very fond of," while the unreleased '84 may develop into a wine as good as the outstanding '81.

Sebastiani's Davis also liked Sebastiani's 1981 vintage, while Jill Davis thought Buena Vista's '81 private reserve was especially good.

"My lament is that Pinot Noir earned a bad reputation in California years ago, because the grape was grown in areas that were too hot, and the wines were styled to be too big and heavy," observed Richardson.

"But there is good Pinot Noir being made now."

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Cabernet Sauvignon

The perennial King of the Reds, it was first made a varietal wine here in Sonoma Valley

By FRANCIS BROFOS
I-T Guest Writer

The very first varietal Cabernet Sauvignon wine ever marketed commercially in California was produced in Sonoma Valley in 1882.

Today, Cabernet Sauvignon is King of California reds.

As a grape, Cabernet has achieved significant acreage in the last couple of decades. In Sonoma County there were 5,408 acres in 1985 vs. only 484 acres in 1966, according to information provided by the Wine Institute.

Cabernet vines thrive in cool regions. They grow vigorously and yield sparingly. In a top-flight vintage their little berries produce the unique character that makes California Cabernet Sauvignon stand tall in the company of the finest wines in the world.

At its best, the style of wine produced from the smallish, thick-skinned Cabernet grape, which when ripe almost bounces if dropped, has a bold personality. It is an elegant, full-bodied and deep-flavored wine with rich fruitiness and soft, ripe tannins, and it can be long lived.

Patrick Campbell produces wine like that. At his Laurel Glen Vineyard situated at the 1,000-foot level on Sonoma Mountain above Glen Ellen, Campbell makes only one wine, Cabernet Sauvignon, from his 27 acres.

"CABERNET is the greatest," he said when I visited his small winery." And the hillside grapes are the best. Here on the mountainside the vines benefit from the volcanic soil and the good drainage," Campbell continued. "Cabernet is a late ripening grape, up here we get less fog and more even temperatures than in the valley. As a result, the grape ripens more evenly and has an even longer growing season," he stated.

Campbell is one of the growing number of young vintners who are making exciting wines these days, enjoying unprecedented success.

He is also continuing a legacy of California Cabernet Sauvignon handed down by Captain James Drummond, a pioneer vintner whose Ten Oaks Vineyard was in Glen Ellen, in the valley below Campbell's property.

Photo by Richard Ammon

ALETA APGAR OLDS, winemaker at Las Montanas Winery, Glen Ellen describes her rich red Zinfandels and Cabernets as "handcrafted" wines.

According to Sonoma winery and vineyard historian William Heintz, Drummond, who was from Ireland, settled in Sonoma Valley in 1878, fresh from British army service in India. He grew Cabernet, an experimental grape then, according to Heintz and departed for some reason from the traditional wine making concepts of blending to produce a varietal Cabernet in 1882.

DRUMMOND showed the wine at a San Francisco Viticultural Convention in 1884 and "it was admired more than any other wine on exhibition, notwithstanding its youth," according to documentation of the day. He began selling his varietal Cabernet Sauvignon and it took off.

Cabernet Sauvignon was then and still is one of the blending grapes used to produce fine Bordeaux wines. Heintz feels the grape was brought to Northern California by French immigrants who settled in San Jose in the

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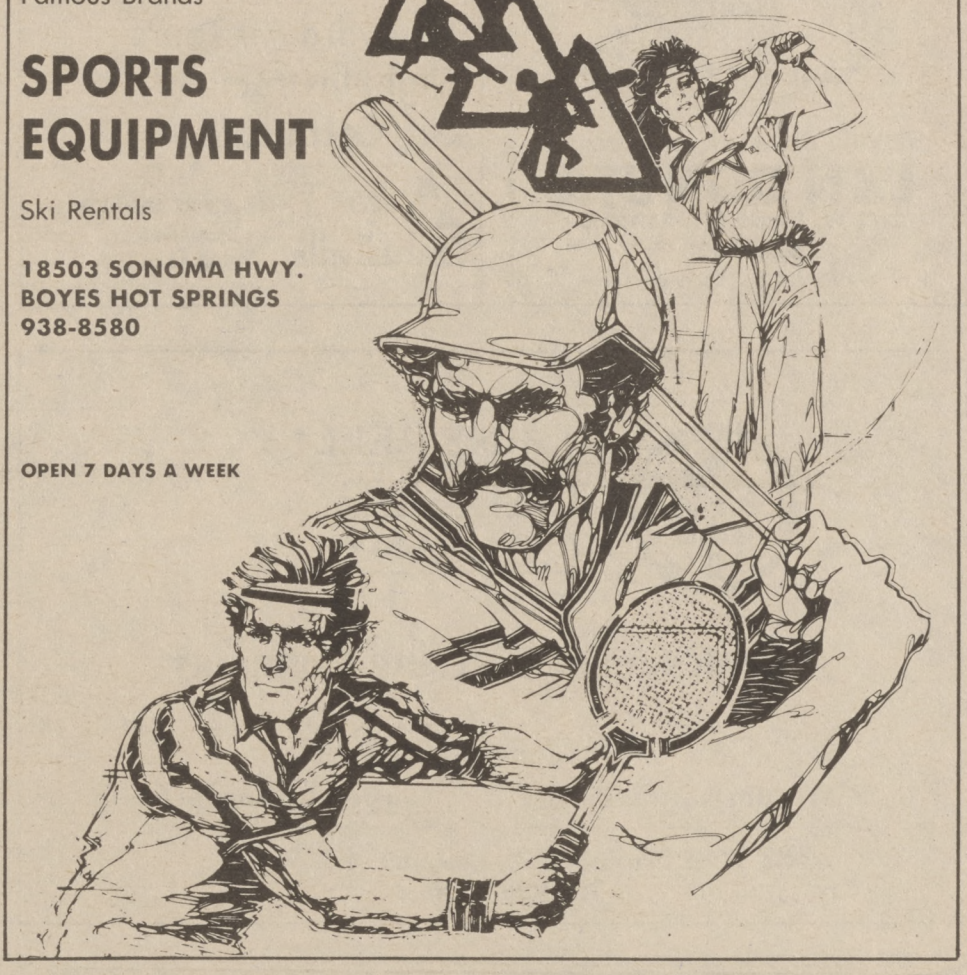

Cabernet Sauvignon

Continued from C11

early 1850s but who naturally continued the French tradition of blending. Then Cabernet had little appeal because of its low yield; the Mission grape was mainly used in the red wine blends.

That varietal wines were not popular before prohibition was changed when George de Latour of Beaulieu Vineyards produced his 1936 Private Reserve Cabernet Sauvignon which won a coveted gold medal at the 1939 Treasure Island Exposition in San Francisco. Cabernet was on its way as a varietal in California.

But the January 4, 1890 issue of this paper carried an obituary of Drummond, noting "he carried on the wine-making business so successfully as to win for his wines a high place in the esteem of connoiseurs here and abroad."

"Today, 'canopy management' are the key words in trying to realize the potential of a good Cabernet vineyards," says David Steiner when I talked with him recently. Steiner is the grower whose vineyards are a couple of miles up Sonoma Mountain Road from Campbell's.

Photo by Pat McKee

DAVID STEINER, who grows Cabernet Sauvignon on Sonoma Mountain, believes canopy management is the key to cultivating quality Cab.

That's a term that wasn't even known in Drummond's day, I thought to myself.

STEINER pointed out that the problem with Cabernet is that the canopy of leaves is shading the rape too much. "We are experimenting with new trellis systems, hedging and manual leaf removal," he said. "We are pruning the sides and underneath the vine so both wind and light reach the grape clusters. Then we have to consider different microclimates within the vineyards, each with a distinct character. And we have different soil variations," he emphasized.

Mike Benziger, winemaker and vineyardist at Glen Ellen Winey echoes some of Steiner's points. Benziger has six seperate blocks of Cabernets in his vineyards and he encourages the flavors of each to come forward: cherry, green olives, bell peppers, mint and eucalyptus to name a few. He keeps the different lots of fermented wine separated in the winery, until he sits down to make the master blend the next year.

Buena Vista winemaker Jill Davis feels that Cabernet Sauvignon is an easy variety to make. It ferments easily, has tremendous pigmentation, giving lots of color. It's a hardy grape, she says that doesn't rot easily if it rains a bit before harvest.

David notes that the right location of a Cabernet vineyard is the key. Buena Vista's grapes are in the Carneros district, near San Pablo Bay. There the grapes benefit from a long growing season because of the cool ripening which brings out the lovely berry flavors in the wines.

BUT JEFF BAKER of Carment Vineyards high on Moon Mountain Road on the eastern slope of Sonoma Valley points out that Cabernet likes an intense September heat, which gives the grape a spicy quality instead of a peppery, vegetable aroma which develops when Cabernet is grown in cool areas.

He, too is oriented towards canopy management, preferring a less dense canopy of leaves to let the sun in and allow for tighter spacing of vines, like in France. Bakers says 85 percent of Carmenets grapes are Cabernet, all grown in the cool mountains with neither fog nor heat. From these grapes he looks for increased complexity in his wines.

Whatever the outcome, the Cabernet Sauvignon grape gives wine a distinctive characteristic and flavor that anyone who has tasted it will recognize again. And Sonoma Valley has played an important part in the history of this grape.

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Semillon

Often blended with Sauvignon Blanc, it's also becoming a popular varietal

By JERRY PARKER
I-T Guest Writer

Wine made with Semillon, a modest white grape from France, are gaining in favor with American wine drinkers. Wine people the I-T talked to recently confirmed this. As one source put it, Semillon is due for a renaissance. But still another, while agreeing with the general premise, said such a forecast might be a little premature.

The demand seems to be there, however, because the forecast for the price of Semillon grapes this year in Sonoma County is $650 a ton, making it one of the higher priced varieties. In Napa Valley the price is expected to be around $875 a ton. Prices last year were $554 and $802, respectively.

The Semillon grape originated in Bordeaux, France, some time in the 14th or 15th century, according to wine authority Richard Paul Hinkle, of Boyes Hot Springs. It is used as is to make a dry table wine and is also often blended with Sauvignon Blanc. In addition, it is also used to make the great Sauternes wines in France.

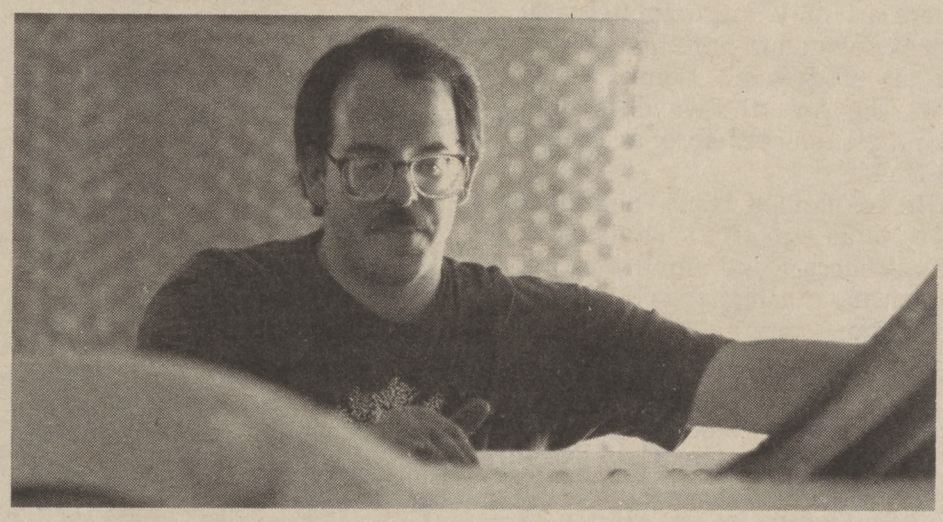


Photo by Richard Ammon

HARRY PARDUCCI JR., winemaker, Valley of the Moon Winery. He and his staff have produced gold medal-winning Semillons.

In Sonoma Valley wineries whch used Semillon grapes including the Sebastiani Winery, Sonoma, which blends them with Sauvignon Blanc. Sebastiani mixes 88 percent Sauvignon Blanc with 12 percent Semillon. Valley of the Moon Winery in Glen Ellen makes a 100 percent Semillon product in two categories, Estate Bottled and Private Stock, a blend.

Chateau St. Jean in Kenwood makes a Semillon d'Or, their own title, which is a blend of 62 percent Semillon grapes and 38 percent Sauvignon Blanc. Chateau St. Jean made a dry Semillon in the past, said winemaster Richard Arrowood, and may try other approaches in the future. Carmenet Vineyard, Sonoma, blends 18 percent Semillon with 82 percent Sauvignon Blanc.

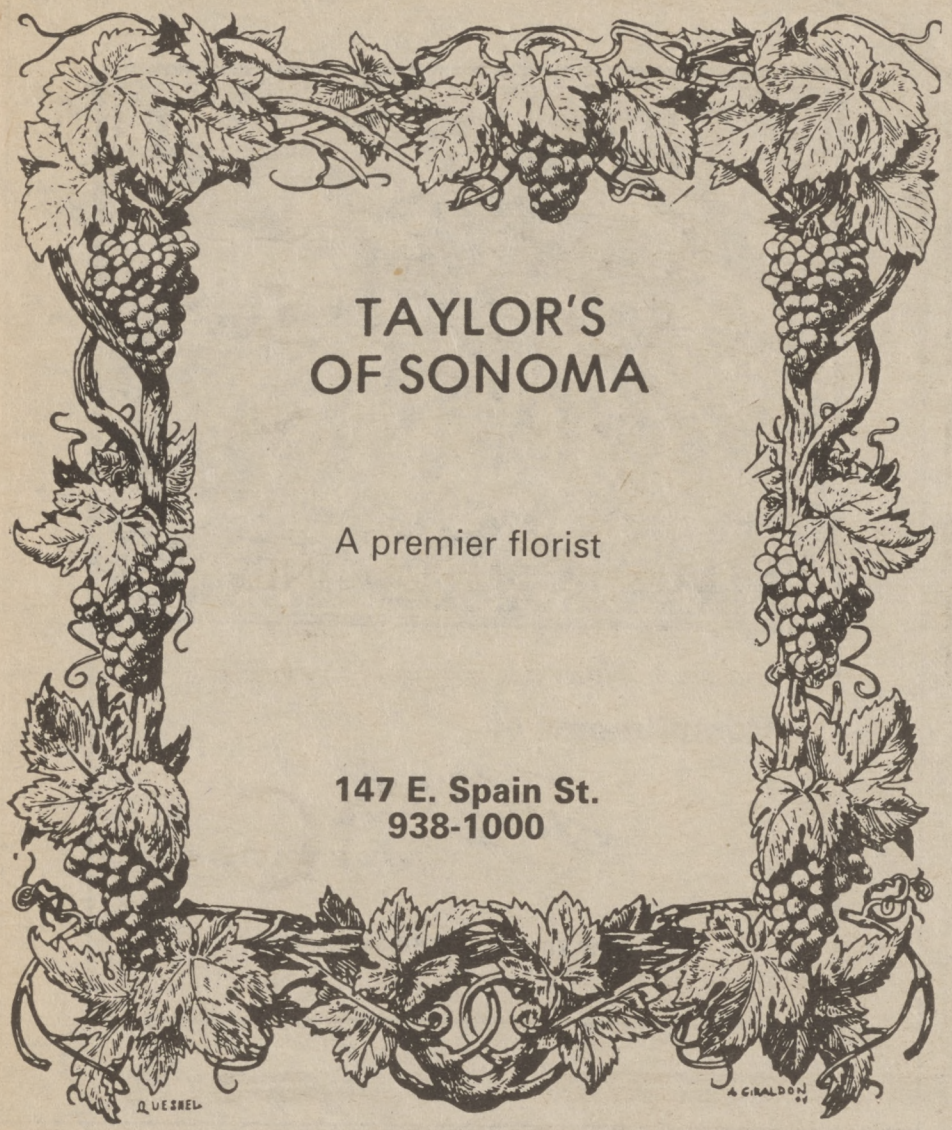
Semillon d'Or is a naturally sweet white wine with 13.8 percent alcohol and 8.2 percent residual sugar. It is one of the so-called "noble rot" vintages. These grapes are harvested late, after they have started to decay. Botrytis Cineria, a fungus, produces pourriture noble (noble rot) in the grapes. Bonus prices are paid for these grapes.

SUCH GRAPES are gathered in several harvests in late fall, with the final picking sometimes taking place in December. As they over-ripen on the vines, water escapes from the grapes, leaving a rich concentration of fruit, sugar and acid.

Both Valley of the Moon Winery, operated by Harry Parducci and his family, and Chateau St. Jean have won gold medals for their Semillons.

Semillon wine seems to inspire wine p.r. reps to soaring flights when they try to describe its taste. One of the more restrained descriptions, from the *Food and*

Turn to C14



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Semillon

Continued from C13

Beverage Journal, says Semillon is a mild, dry, fruity, crisp white wine.

Connoisseur's Guide, a wine journal, reviewed 12 California Semillons and "found a range of pretty, floral characteristics in some wines while discovering heavier fig and melon qualities in others."

The same publication said of Valley of the Moon Winery's 1984 Semillon that it had "pineapplely tones of youthful fruit" and added this "floral fruit" was "propped up nicely by a touch of sweetness. It is clean, pretty, unpretentious."

Doug Davis, vice president and executive winemaster at Sebastiani, uses the terms herbaceous and grassy to describe the flavor of Semillon. Hinkle, who writes about wines for many publications, says Semillon is fleshy, fragrant, perfumey, grassy, and also reminds him of ferns, marsh grass and figs.

IN ADDITION to its growing popularity there are other factors accounting for the high price of Semillon, as forecast by the North Coast Grape Growers' Association. The acreage devoted to Semillon grapes is limited — there are only approximately 280 acres devoted to Semillon grapes in all of Sonoma County. This plus the fact the yield is only about 2½ tons per acre, according to Hinkle.

He explained that Semillon, like other good varietals, has small berries and small clusters which have a higher solid to liquid ratio.

Semillon grapes may have been first grown in California by French immigrant winemakers who came here in Golf Rush days, according to noted Sonoma Valley wine historian William F. Heintz. They settled around San Jose and Santa Clara.

Agoston Haraszthy, the Hungarian emigre who is sometimes called the Father of California Viticulture, brought 492 grape cuttings, including a red and white Semillon, back from Europe in 1861, according to records of the State Viticultural Commission. These were planted at Haraszthy's Buena Vista winery near Sonoma. No one seems to know anything about a red Semillon today.

Historian Heintz, however, said he has not been able to find any verification that Haraszthy was the first to make Semillon wine here. The 1861 vines at Buena Vista were ruthlessly thinned out not long after they were planted and entire varieties seem to have been lost. The first reference to a Semillon wine made in Sonoma Valley is contained in a letter from pioneer winemaker James Drummond, of Glen Ellen, to the San Francisco Merchant, April 4, 1884.

CITING HIS own experience, Drummond wrote: "The Semillon (of the Sauternes) seems to be the greatest addition to our white wine vines. It bears well, ripens early, and produces wine of great mellowness and bouquet, and a wine most susceptible to kind handling.

"Here, in 1883, Semillon yielded at once to an early clarification. I am quite aware that the Sauternes of Europe require great age before being fit for use; but it is the custom to make them sweet from excess of sugar. The Semillon was made when possessing not more than 22 percent saccharine, and here we have totally different circumstances of soil and climate to France."

Drummond established his winery in 1878 and died in 1884. The next reference to Semillon occurs in a printed list of county winemakers in 1889. Only two Semillon growers are listed in Sonoma Valley. They were George F. Hearst, of Glen Ellen, father of the late newspaper publisher William Randolph Hearst, and O.W. Craig, of El Verano.

Hearst had 100 acres on which he raised Zinfandel, Semillon and Mataro grapes. Craig had 30 acres where he cultivated Riesling and Semillon.

HEINTZ said Semillon did not become popular in California until after World War II. The first time that a Semillon wine was exhibited at the State Fair was in 1947, he said. The first time that Semillon earned a gold medal at the State Fair was in 1949 and the product came from Fountain Grove Winery at Santa Rosa.

The popularity of Semillon has received a big boost from the way it is blended with Sauvignon Blanc. The resultant blend seems to bring out the best of each grape. Hinkle noted that Sauvignon Blanc has a firm backbone, high acidity, tends to be a little raw or rough. Semillon has a soft backbone, fleshiness, texture.

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Merlot

Winemakers believe it's an up and coming sensation to rival the likes of Cabernet

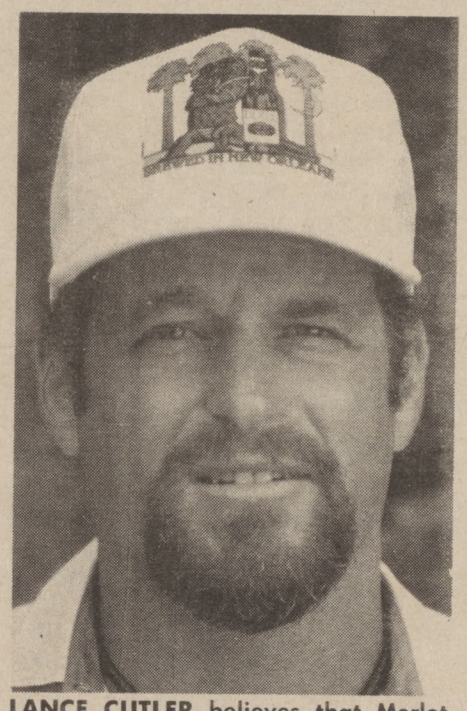
By ROSE MURPHY
I-T Guest Writer

Jim Bundschu (Gundlach-Bundschu) and Joel Peterson (Ravenswood), both Sonoma Valley vintners, predict that Merlot will someday be as popular and prestigious in the United States as Cabernet Sauvignon.

To devotees who consider the mighty Cab as the untouchable aristocrat, this may appear to be an overblown prediction.

To those who have always thought of Merlot — if they thought of it at all — as a humble blending wine for Cabernet, Bundschu points out that some of the finests and most expensive Bordeaux wines are made predominantly of Merlot. The American public, he adds, is finally beginning to appreciate this red wine and to see it as something more than a percentage figure on a bottle of Cabernet.

The Merlot being produced by St. Francis Vineyards in Kenwood is a prime example of how well the varietal can stand on its own. St. Francis' 1983 Estate



LANCE CUTLER believes that Merlot has a personality of its own.

Bottled Merlot has won numerous medals, including golds, chairman's awards, best of class and other honors, at judgings held this year.

Owner Joe Martin and winemaker Tom Mackey age the wine for 15 months in French oak and new American oak barrels. The wine is made entirely from Merlot grapes harvested at St. Francis Vineyards.

THE BUNDSCHU family has learned a few things about Merlot over the years. In the early 70s, Jim and his father, the late Towle Bundschu, sat down to taste Merlots from two of a handful of wineries then producing it: Louis Martini and Sterling.

"That tasting convinced us that Merlot could be good by itself," Bundschu explains, "that it could definitely stand on its own." But still, their Merlot plantings of '73 and '74 were established primiarly to produce blending grapes for Cabernet, which they sold to other wineries.

In those years, Merlot was often blended into Cabernet, in amounts up to 10%. But the Bundschus noted that this blending formula couldn't work unless more Merlot vineyards were planted. The winery was still a long way from a commitment to Merlot as an independent varietal.

Gundlach-Bundschu did produce an experimental lot of Merlot from their 1976 vintage —only 400 cases. "It was very favorably received," Bundschu says. "That was the beginning. It was a wine with lots of the Merlot varietal character in it."

WHAT IS that varietal character and what makes Merlot capable of asserting its uniqueness after years of living in the shadow of Cabernet?

Merlot has its own personality, Bundschu believes. Merlot offers noticeable suggestions of "cherries in the aroma and taste," and a certain earthiness which is missing in Cabernet. Also, the berry quality and the comparative softness of most Merlots are qualities which appeal to growing numbers of consumers, Bundschu says.

Among thse consumers are women. Contrary to the image of

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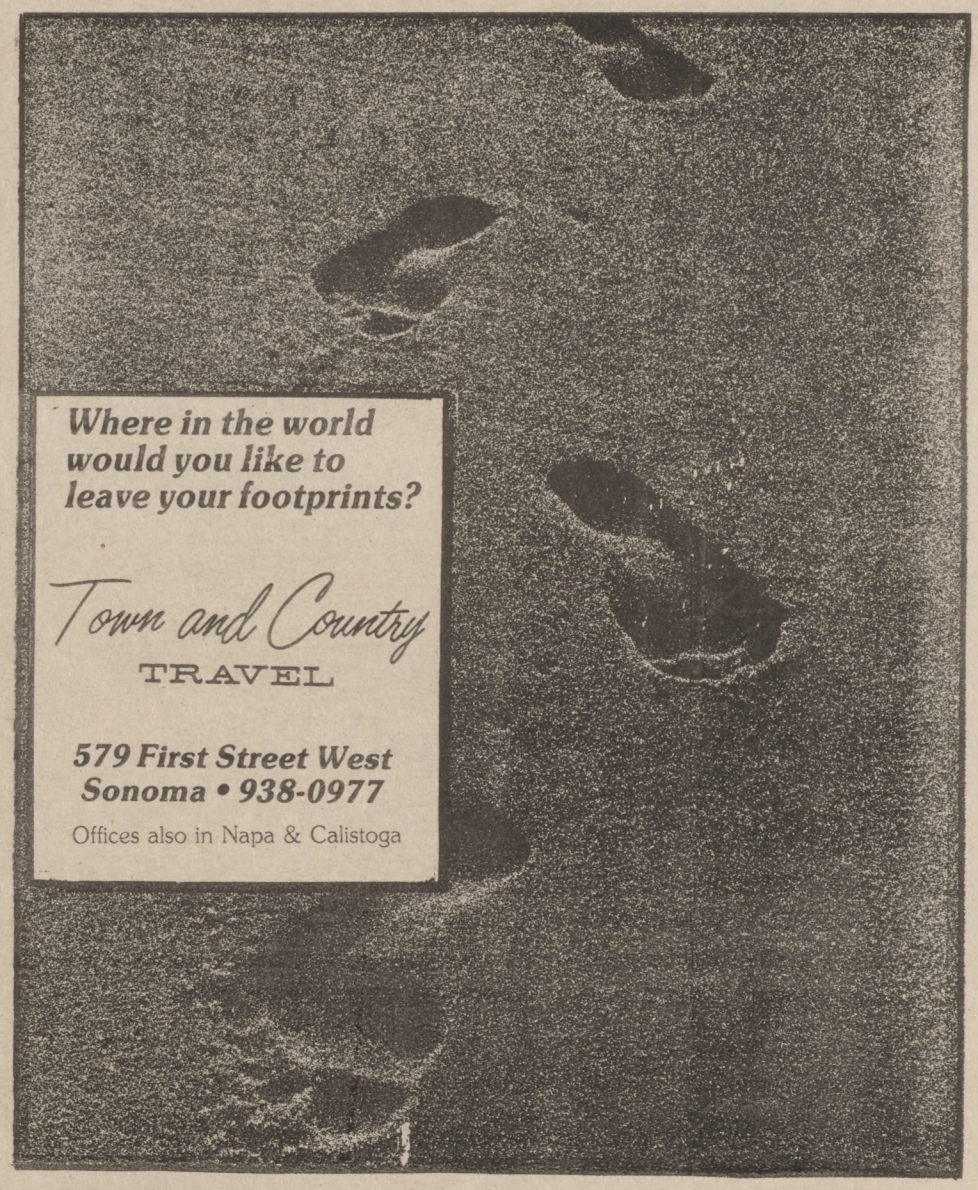
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Merlot

Continued from C15

women as predictable white wine drinkers, many are red wine fans. But women tend to pass up the big, tannic qualities of Cabernet in favor of Merlot.

Restaurant wine buyers also seek out Merlot, according to Bundschu, because it merges compatibly with many foods and is drinkable at a much earlier age than Cabernet. And demand creates more demand, Bundschu has noticed. Once a varietal creates a stir by being somewhat hard to get, it becomes much more desirable.

Bundschu considers Merlot to be "the flagship of our winery, a wine we sell out of every year." Things have changed since those early years when Martini, Sterling, Gundlach-Bundschu and a few others appeared to be the lonely producers of Merlot. G-B is still the winery which comes to mind when Merlot is mentioned. But many other wineries, such as Ravenswood, St. Francis and Matanzas Creek in Sonoma Valley, and Duckhorn in the Napa Valley, are now producing Merlot up front, with its own label.

G-B's MERLOTS have done consistently well in wine judging. In every year except 1978, Bundschu reports, the winery has earned gold medals for its Merlots at the Orange County competition.

Gundlach-Bundschu seemingly fell out of favor in that one year, 1978, taking a mere silver medal instead.)

Because Merlot is so much a part of life around Gundlach-Bundschu, it demands a large share of attention. G-B now has 32 acres of Merlot vines and each year the winery produces 5,000 cases of it.

The varietal has some unique problems. It's difficult to predict crop level, Bundschu explains. With many varietals, such as Zinfandel and Pinot Noir, vintners learn to determine amounts through the pruning process, by leaving a certain number of buds. Years of experience will indicate just how many buds should remain on the vine after pruning.

But Merlot doesn't seem to work that way. Crop levels can fluctuate wildly from year to year, with a sparse crop one year, and perhaps one and a half times a good crop the following year. Merlot responds to its own internal rhythms, Bundschu says, which makes it tough for growers to come up with accurate predictions of crop size.

When Merlot reaches the laboratory and the cellars, it is treated very much like Cabernet. It spends time in French oak, but at Gundlach-Bundschu, it may rest in barrels for a slightly briefer time than Cabernet. Bundschu estimates that Merlot remains in oak for periods ranging from 11 to 16 months.

Even though many people consider it be a softer wine than Cabernet, Merlot still offers good aging potential. Most vintages can easily be put away and appreciated after 10 to 15 years.

Gundlach-Bundschu recently released its 1983 Merlot, one that Bundschu describes as having "lots of the ripe cherry quality. It's actually the most forward Merlot we've ever produced, with the most varietally true fruitiness."

Joel Peterson, winemaker and general partner at Ravenswood, is also an advoate for Merlot. "I've never thought of it as a secondary wine," he stresses.

RAVENSWOOD came out with 50 cases of Merlot in 1978 and became much more serious about it with a 1983 release of 425 cases. "It was gone within a month," Peterson says. And much of the Ravenswood 1984 Merlot is already pre-sold, although it's not yet released.

Peterson is convinced that Merlot is **the** talked-about wine right now. It is the single wine now showing a dramatic consumer interest and growth.

He is also convinced that there are often better Merlot produced in California than Cabernets. "The Merlot varietal produces a nice, berry-type wine with a good aroma in California," he says, "while Cabernets can sometimes tend toward too much bigness and tannin ... and of course, many California winemakers don't soften it by blending Merlot into it."

Peterson belives that Ravenswood Merlots stay true to the varietal berry quality, but also go beyond that. "I think ours seems to be a little stronger than some, with a little more tannin."

He attributes this difference to the fact that his Merlot spends a lengthy time on the skins during fermentation and goes through a hard press which extracts the maximum flavor and intensity of the grape. The Ravenswood Merlot also spends two years in French oak.

Gewurztraminer

Difficult to pronounce, hard to work with, but a pleasant wine to drink

By ROSE MURPHY
I-T Guest Writer

You can walk throught a vineyard of Gewurztraminer grapes near picking time, pop some grapes in your mouth and get a good sense of how the finished wine will actually taste.

So says Bob Magnani, winemaker at Grand Cru Vineyards, who has had a love-hate relationship with Gewurztraminer ever since the winery began producing it back in 1974.

Magnani says that the spicy Alsatian fruit is one of the few grapes which offers such a vivid preview of the wine to come. The grapes also give off the same heady aroma you experience when you sniff Gewurztraminer in a wine goblet, Magnani adds.

A grape with that kind of potency makes an unusual and fairly exotic wine, but one that's not for everyone. Gewurztraminer has its loyal following — consumers who appreciate its richness, its lavish aroma and qualities which Magnani describes as "reminders of tropical fruits."

In recent years the popularity of White Zinfandel may have distracted many consumers from the joys of Gewurztraminer, Magnani believes. But he also thinks that the passion for White Zin may be subsiding and that Gewurztraminer will again receive attention from people seeking unusual wine experiences.

People do have to go to some trouble to appreciate Gewurztraminer. First of all, the name can be intimidating. Customers in the Grand Cru tasting room may tend to ask for "the third one down" on the wine list rather than the embarrassment of mispronouncing it.

Thinking of it as "GuVERTS-tra-meener" helps most consumers over that hump.

Understanding the word also makes the wine more approachable. "Traminer" refers to the grape, which originally came from Northern Italy vineyards which are now part of the Alsace region of France, near the German border. "Gewurz" refers to the German term for "spicy."

BUT THE biggest barrier to a knowledge of Gewurztraminer lies in the mistaken conviction that it is not a food wine. Bob Magnani takes every opportunity to refute that belief.

Photo by John Lynch

WINEMAKER BOB MAGNANI— Gewurztraminer has been a pioneering, award-winning wine for Sonoma Valley's Grand Cru Vineyards.

"People just need to try it with foods," he insisted. "That always works. It goes with spicy dishes, it's good with Indian or Mexican foods. It's great with the Chinese food."

Its rich and highly individual taste enables it to stand up to the more exotic foods, according to Magnani. When made in the Grand Cru style (with about 2% residual sugar), it complements such foods and tends to "cool them down," Magnani says.

He tells the story of a tasting in San Diego, where an unusual salad with smoked duck and spinach was served. No one would have chosen a Gewurztraminer to accompany it. But at his suggestion, the group tried Gewurztraminer with this out-of-ordinary dish and thought it was perfect.

Turn to C18

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-Gewurztraminer-

Continued from C17

The wine served at this tasting is made in a style which Magnani has perfected over the years at Grand Cru. By building Gewurztraminers in the 2% residual sugar range, he believes he is working the the natural attributes of the grape. "Personally, I don't think it should be made drier. There is a residual bitterness, just part of the makeup of the grape, which helps bring out the full spiciness. By leaving enough sugar, this bitterness actually becomes a counterbalance and a benefit."

GEWURZTRAMINERS made in drier styles tend to be picked at lower sugar levels. This doesn't do the grape justice, Magnani feels. Over his years of working with Gewurztraminer, he has discovered that the best treatment of it calls for picking at a full, ripe stage — to bring out the total spicy character. In this style, the sugar level, the acid and the varietal's characteristic "bitterness" all seem to work together. The resulting wines have more depth, harmony and substance than the drier versions.

Magnani believes that Gewurztraminer producers in California have different considerations than their counterparts in France and Germany. In those countries, there are longer, cooler growing seasons. The warmer growing areas of California create some special problems for both the vineyardist and thewinemaker.

Magnani's own love-hate relationship with Gewurztraminer comes about because "it is both a creative challenge and a terrible grape to work with." First of all, the grapes in the vineyard have "a narrow harvesting window." They must be picked at the optimum time and the moment can pass by quickly. A sudden hot spell can push the grapes beyond that ideal moment.

In that sense, Gewurztraminer is a very unforgiving grape. Another varietal might be picked before its supposedly ideal sugar level and then made into a wine which departs slightly from the norm but still represents an acceptable, although different, style.

Not so with Gewurztraminer. The old saying that "you must sleep in the vineyard" to catch this grape at its peak of authentic spiciness is simply a picturesque way of stating a hard fact of life for the vineyardist. "You don't have week to decide on picking," Magnani explains, "you have days."

THE GRAPES also vary from region to region, Magnani states. A Brix (a vineyard measurement of sugar) may be ideally 22 in Monterey and 24 in the Alexander Valley. And because the fruit is so fragrant and appealing on the vine, birds are attracted to what seems to be a lush feeding ground, thus creating another headache for the vineyard manager.

Gewurztraminer grapes must also be picked carefully, preferably when cool. They brown easily. They also must be handled delicately through a cold fermentation which will preserve the spiciness and aromatic qualities of the grape.

So why go to so much trouble for a difficult wine which appeals to special tastes in the marketplace? Magnani is still attracted to it. "It was a pioneering wine for Grand Cru," he says. "We're known for it, we have a special reputation for our Gewurztraminers."

He points out that Grand Cru Gewurztraminers have taken gold medals in major wine competitions almost every year since that first 1974 release, with the exception of a few silver medal years.

For all its problems in winemaking and its challenge in the marketplace, Gewurztraminer is a special wine to discover, Magnani believes. He is convinced it's worth the effort to seek it out, master the pronunciation of its name and enjoy it.

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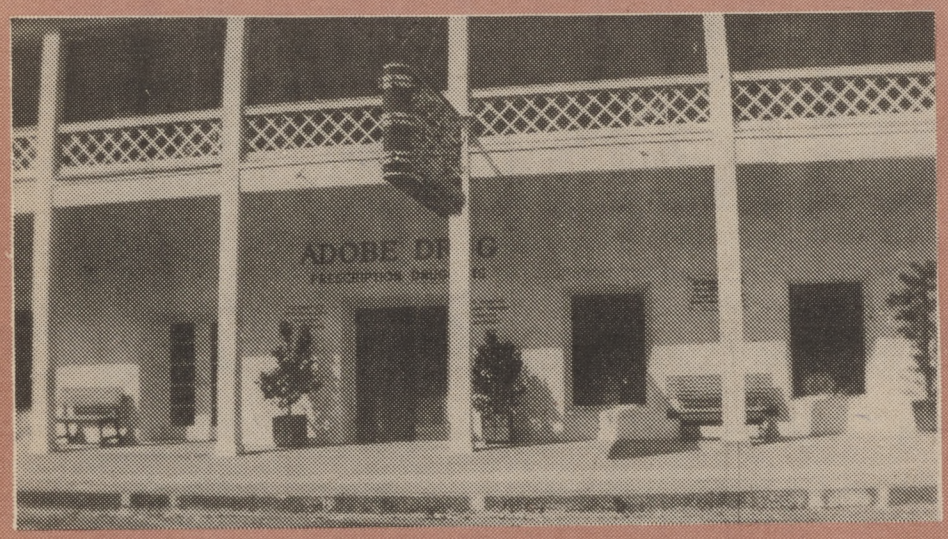


1951 in the Salvador Vallejo Adobe

Idah and Ray Duer

Dan Phillips, Ron Duer
Dan became a partner in 1983

For 35 years, family-owned and operated Adobe drug has had the privilege to serve Sonoma residents and to share in Sonoma's growth.

Pharmacist Ray Duer, now 83, bought a nearly defunct drug store in 1951 when it was located in the Salvador Vallejo Adobe on First Street West, near Spain Street.

From that tiny store, 17x51 feet, Adobe Drug began. Ray smiles now as he recalls that the first day's receipts totalled $4.29. In those days, he recalls, pharmacists had to roll their own pills and suppositories.

Ray and his wife, Idah, worked at Adobe Drug here from 1951 to 1959, when son Ron stepped in to help after graduation from U.C.S.F. College of Pharmacy and a stint with the Air Force.

By the early 1960s, the business had flourished and growth necessitated a move to their own building, a spacious 5500 square foot adobe structure on West Napa Street. At first they occupied only half the building, but in the early 1970s, more growth demanded that they take over the entire building.

Ray Duer has been retired for several years now and for a period of time, Ron assumed responsibility for full operation of the store. Dan Phillips, a "raised in Sonoma" boy, joined Adobe Drug as pharmacist in 1977 and became Ron's partner in January of 1983.

Ray and Idah Duer continue to occupy the home they have lived in for over 26 years on Oak Lane. Ron and wife Edna live in El Verano, and have recently watched their children graduate (Bob from Idaho State University with a double degree in management and Marketing, and Lynn from Puget Sound University as an Occupational Therapist), and become employed in nearby areas.

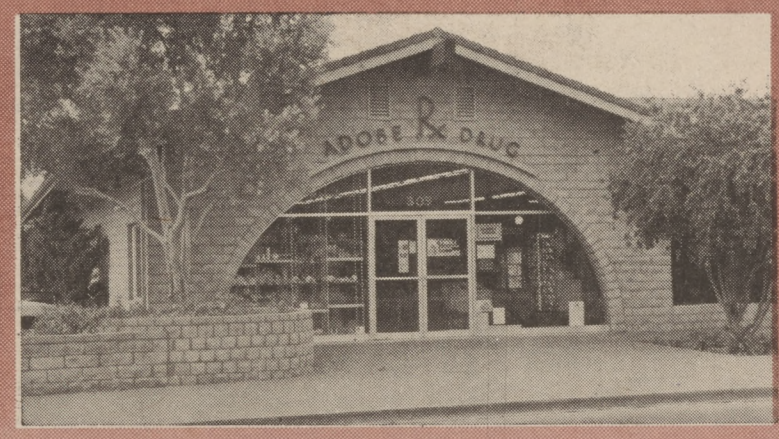
Dan and his wife, Jacquie, also a Sonoma native (almost!) whom he met at Sonoma High School, live in Sonoma with their two young children, Eric, 9 and Heidi, 5. Dan enjoys the notion that his children will be attending the same schools he and their mother did in Sonoma.

Adobe drug has expanded tremendously over the years. It now includes a full-line pharmacy, computerized for expediency but also containing personalized patient drug histories for accuracy; cosmetics department; Hallmark greeting cards and party supplies; gifts; photo department; and a new record, video and tapes department.

Jerry Ferreira, bookkeeper, is the employee with the most seniority at Adobe Drug, having been with Adobe for 29 years.

Ron Duer states, "My folks fell in love with this valley and its people. We've always felt a responsibility to bring to our patrons the things they need so they won't have to go elsewhere to find them." He stresses that without the hundreds of Sonoma Valley people who have loyally patronized the family operation, their growth and success would not have been possible.

"Sonoma has been very good to all of us," says Ron, as he summarized the history of the Duers here.



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